

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893

VOL. LXXV.

NEW YORK, JUNE 8, 1911.

No. 10

BUSINESS DIPLOMACY

KNOWLEDGE OF THE WAYS OF SALESMEN AND THE TACT NECESSARY TO HANDLE THEM—THE KIND OF MEN THAT COME BETWEEN THE ADVERTISING AND THE DEALER

By Robert A. Holmes,

Sales Manager, The Crofut & Knapp Company, South Norwalk, Conn.

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[EDITORIAL NOTE:—An occasional whiff of the atmosphere of the selling department is important in forming a well-balanced advertising policy. PRINTERS' INK has always stood for that broader view of advertising which does not limit the word to the printed page, but holds that advertising is properly concerned with whatever affects the relations of the house with its customers. Salesmen calling on the dealer occupy a peculiar place in relation to that general information which makes for sane advertising. The following article is particularly interesting because it gives the atmosphere of the road.]

The sales manager occupies a position in the modern business organization similar to that of the Secretary of State in the national government. Under his direction is a corps of more or less trained diplomats to whose hands are committed the peace and prosperity of the house. Ambassadors with large powers and discretion are sent to the important points where momentous deals may be expected, ministers with carefully drawn plans and instructions are dispatched to lesser places and affairs in the small towns are attended to by diplomats in embryo, the consuls of the profession. The sales-manager-secretary-of-state, responsible to the president as the executive head of the organization, bound by the policy as laid down by the board of directors, fortunately is not hampered by political considerations in the selection of his sales force. Large responsibilities are his in the upbuilding of the business, the securing of the neces-

sary orders and the forming of a compact, representative body of salesmen upon whose zeal, loyalty and intelligence he may place implicit reliance. The machine through which he works must run smoothly, but woe to him if he forgets for ever so short a moment that his machinery is made up of human beings and a vastly peculiar class at that.

Salesmen, real salesmen, are as mercurial as a Mercury, as sensitive as a Whistler and as high-strung as a prima donna. They may not have these dispositions in as aggravated a form as their prototypes, but the seeds are there and must be reckoned with if the sales management is to be successful.

The sales manager who is a graduate salesman and has soaked up a little philosophy in the meantime realizes the "human warious" with which he has to deal, sympathizes with the crotchety notions which afflict a salesman about the fifth week of his trip and responds with a ready "you bet," to the oft-heard remark, "You've been 'on the road' and you know how it is."

No two men in any calling are alike, but salesmen probably differ more widely than the followers of any other profession. They call on many people every day, each with his different view-point from which he looks at his proposition, and while the object is the same in every case—the landing of an account—yet the methods of approach must be as diverse as the differing conditions require. Consequently salesmen either broaden into all-round business diplomats or narrow into mere rut followers. The wise sales manager has for his job the cultivation of what is best in the salesman, developing the material in hand as well as giving careful attention to the

promising potentialities in his business kindergarten. Long experience will enable him to sort out his force into well-defined types and in building up his sales organization. This classification into groups is helpful in dealing with specific cases.

You have all noticed the old horse that has been drawing a milk wagon over the same route day after day. He stops at the first house and then crosses the street, passes two or three residences, makes another stop, and so on over his territory, pausing long enough to deliver the usual quantity of milk at the same old places, never offering to call at a new place, doing his work with all of the intelligence of an automaton. There is a type of salesman which resembles nothing so much as this faithful old animal. He holds his trade, very rarely sells a new man unless he fairly has the order forced on him, and appears perfectly satisfied to do the same things in the same way season after season, until he retires to the farm with the savings which he has accumulated by his frugal manner of living. Sales managing cannot change this sort of chap. He is useful and his faithfulness and industry combined with a high degree of dumb loyalty save him. His territory is watched and new trade is thrown in his way by correspondence and special advertising.

The average salesman is not to be charged with being close-fisted but occasionally a tightwad is found whose parsimonious disposition is so highly developed as to blind his vision to the dollars to be gained by prying himself loose from the pennies. He dozes at night in the passenger coach to save the price of a good sleep in a Pullman, he puts up at the cheapest hotel no matter how inconveniently located, forgetting the advantage of furnishing surroundings in harmony with the character of the merchandise he is selling. Whenever it is possible he will open his trunk in the baggage room at the station, take a few samples from the top tray to carry around in his hands and

thus save a hotel bill. He is traveling on commission and the expense account looms large in his calculations. The dollar which he avoids spending is magnified until it completely eclipses the double eagle which might be gained by a reasonably liberal investment in legitimate traveling expenses. *'Raus mit ihm!* He is in wrong, he should be superintendent of a peanut stand.

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Then there's the salesman who had three customers in one town. One of these went out of business and he sold two, then one failed and he sold the other, and finally that man died and he did not stop at the town any more. He never made any new trade. That type is hopeless. If the salesman has been with the house for years and has drifted into this state because of advancing age, a place should be found for him in the salesroom with a comfortable chair and a convenient desk. He can take

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June Edition

200,000

Copies

Rate: \$125 a page

¶ The \$125 rate will prevail until July 1, 1911. Thereafter the rate will be \$200 a page.

¶ Advertisers using space in the July or August issue will be entitled to the \$125 rate for a period of one year.

¶ Reservation orders to be acceptable must be received not later than July 1, 1911. They must specify definite space and insertions, and shall not be subject to cancellation.

COLUMBIAN MAGAZINE

P. M. Raymond
Advertising Manager
New York

Boston

Detroit

Hugh Kapp
Western Adv. Mgr.
Chicago

IS it reasonable for you to expect your United States advertising agent to keep fully posted about Canada.

**Some J. J. Gibbons
Advertising:—**

Sunlight Soap
Fry's Cocoa
Pianola
Force
Victor Gram-o-phone
"Black and White" Whiskey
National Cash Registers
Waltham Watches
Sun Fire Insurance
B. D. V. Tobaccos
Everitt "50"
Coate's Plymouth Gin
Vapo-Cresolene
Canada Life Assurance
Vestal Olive Oil
Regal Lager
"Crown" Corn Syrup
Convito Port
Hine's Brandy
Wire & Cable Company
Acme Fences
Benson's Starch
Melotte Cream Separator
Pedlar People of Oshawa
"Magi" Mineral Water
Rogers' Coal
Mason & Risch Planos
Shiloh's Cure
Dodge Pulleys
Vincella
M. L. Faints
Tudhopes of Orillia
Truro Condensed Milk Co.
Crompton Corsets
"Ideal" Metal Beds
Foto Follies
Ferguson's Cough Drops
Century Salt
Premier Separators
Dominion Organs and Planos
Moco Fabrics
City Dairy
Peerless Incubators
Empire Fences
Vickar's London Dry Gin
Brantford Carriages
Floorglaze
Wakefield Hats
Celluloid Starch
Queen Quality Silk
Page Wire Fences
Manson Campbell Co.
Canadian General Electric Co.
Belanger's Plows
Semi Ready Clothing
McDougall's Pumps
Capitol Farm Implements
Bogers—the Cement Man
Drummond Dairy Supplies
Cockshutt Plow Co.
Lifeboy Soap
Canada Poultry Yards
St. Charles Cream
Father Morrissey Remedies
Adams Wagon
"Comfort" Lye
Perfection Scotch
Gunn's Eggs
London Feathers
Healatta Soap
Ontario Wind Mills
Keegan's Irish
Remy Martin's Brandy
Sovereign Houses
Lux
Hillcrest Collieries
"H. B. K." Gloves, etc.
No. Electric Rural Telephones

Of course he "knows something" about Canadian mediums. Our enterprising publishers take care of that.

But **MORE** knowledge and closer acquaintance would be to your advantage—and you can safely conclude he doesn't know this field as intimately as we do.

One must come to Canada to **KNOW** Canada, and **BE** here to keep pace with her. That's why we insist that Gibbons' service will prove a good guide and servant to every advertiser who does **ANY** advertising in Canada.

If **YOU** want to make the **MOST** of your opportunities in Canada write

J. J. GIBBONS Limited

CANADIAN ADVERTISING

Newspaper, Trade Paper and all Outdoor Advertising

TORONTO

CANADA

MONTREAL

Cable Address: "Gibjay," Toronto

Cable: A. B. C., 5th Edition

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There are but three great divisions of industry—the human family has just three primary needs—food, raiment and shelter.

As we have become more civilized and life has become more complicated, these three basic divisions have, of course, split up into many branches, but it will be found upon investigation that all forms of industrial activity are closely related to these three fundamental divisions.

In forty-two years we've learned a lot about the sort of appeal that is most effective in any line of trade—we've pretty well succeeded in robbing advertising of the speculative element, provided that an advertiser is willing to take dependable counsel as to his needs instead of submitting his proposition to a lot of competing planners whose principal plan is to please him and get his money.

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TREAL

h Edition

The National— Local Medium

Do you get our meaning?

Let us put it another way.

Standard farm papers are to general mediums what personal letters are to circular letters.

Yet used as a unit they cover 39 states—the heart of the country.

Standard farm papers are published, not for any one who may chance to read them, but for a given class.

The paper edited for the farmer in the wheat belt is little use to the cotton farmer, but that very restriction of scope intensifies its power in its chosen field.

Now each of the twelve standard farm papers listed below deals with the problems of a given class or

section. Where the influence of one leaves off, the influence of the next begins.

Combined they form practically a single medium with a guaranteed circulation of over 900,000 copies at well under the established half cent a line rate, yet with all the power of localized influence—

A medium—

National in scope,

National in rate,

Local in selling force.



Standard Farm Papers

are The Oklahoma Farm Journal
The Ohio Farmer
Farm The Michigan Farmer
The Breeder's Gazette
Papers Hoard's Dairyman
Wallaces' Farmer
The Kansas Farmer
of Wisconsin Agriculturist
Indiana Farmer
Known Home and Farm, Louisville
Town and Country Journal
San Francisco, Cal.
Value The Farmer, St. Paul

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City.

Geo. W. Herbert
Western Representative
First National Bank Bldg.
Chicago

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care of the early morning and noonday trade—when the regular man is out. The only alternatives are a pension or the bounce.

There is the peculiarly exasperating salesman who is honest, or means to be, who sells merchandise—lots of it, who goes into new towns and gets trade, who writes orders which fill several sheets, whose sales record at the end of the year presents a fine appearance, but when the whole account is summed up it is difficult to figure whether his efforts have been detrimental or otherwise. Orders are cut down because they were too large, the customer having been led into extravagance by enthusiastic urging and whose second thoughts bode no good for his future relations with the house. Letters come from indignant dealers who claim the exclusive sale was promised them and now they find the goods advertised or shown by the man across the street. The salesman was either careless with his promises or took a chance that it would pass unobserved. Various loose ends are left to be gathered up by correspondence and a generally unsatisfactory condition exists throughout the territory. The sales department is placed under the disagreeable necessity of bolstering up the salesman when he is apparently wrong, excusing actions which transgress cherished ideals, and diplomatically smoothing the ruffled feathers of the customer while exercising the utmost care to preserve the salesman's influence with his trade. So far as the salesman is concerned, correspondence will not do in this case. A straight - from - the - shoulder, to-face talk, man-fashion, is the remedy here.

Then there is that blessed type, the experienced, tactful, loyal business man whose every transaction reflects credit on the house he represents, whose sales are clean-cut business deals consummated with a just discrimination of the needs of the customer and the importance of the line, and whose letters are opened without a shadow of the thought, "I wonder what the darned chump has been up to now!" But even he has his bad days

when a cheerful line from the house is a welcome tonic. He is the man to whom suggestions may be freely made and whose hearty co-operation may be counted upon.

The day of the booze fighter has passed. He hasn't even the poor excuse that it is necessary to drink to influence his trade. To-day business goes to the salesman who is most useful to his customers—and to be useful he must be temperate, he must be honest, he must be acquainted with the needs of his customer's business, and he must at all times have full command of his faculties. His days of usefulness are numbered if befuddled mornings follow dissipated nights, and sales manager and credit man unite to make impossible business influenced by the diplomacy of John Barleycorn.

(To be continued.)

I. C. M. A., CHICAGO, JUNE 13-15

The thirteenth annual convention of the International Circulation Managers' Association will be held in Chicago, June 13, 14, 15. There has been a large increase of membership in the past year.

A number of prominent speakers will address the convention, including Postmaster-General Hitchcock, who will talk on the relations of the Post-Office Department with the newspapers and other points of interest in respect to second-class matter.

The officers of the association are: Harry E. First, *Enquirer*, Cincinnati, O., president; John D. Simmons, *Journal*, Atlanta, Ga., vice-president; J. R. Taylor, *Press*, Grand Rapids, Mich., secretary and treasurer.

AN EXPERT ON BUSINESS LITERATURE

PUBLIC LIBRARY OF NEWARK, N. J.

Editor of PRINTERS' INK:

The list of business books with some allied matter published in your issue for January 19, 1911, is the best that has been published. Thank you. It interests us particularly on account of what we call our Business Branch, described in a pamphlet, a copy of which I mail you under another cover.

J. C. DANA,
Librarian.

Mr. P. H. Nealey, 24 Milk street, Boston, Mass., has been appointed New England representative of *Lippincott's Magazine*, published by the J. B. Lippincott Company, Philadelphia.

Walter Story has joined the New York office of Hand, Knox & Co. Mr. Story was formerly with the *Philadelphia Telegraph*.

25,000 Short

Despite the largest edition of *THE LADIES' HOME JOURNAL* ever printed, 1,508,000 copies, the entire supply of the June Number was exhausted on day of publication, and orders for 25,000 copies could not be filled.

**The Curtis Publishing Company
Philadelphia**

HOW WELCH'S GRAPE JUICE DOUBLED ITS SALES IN A YEAR

EFFECTIVE TEAMWORK BETWEEN ADVERTISING AND SELLING FORCES—ADVERTISING MADE TO HELP DIRECT SALES, AND SALESMEN SET TO WORK TO CASH IN ON THE ADVERTISING—WORKING FOR A MARK, AND HOW IT WORKED OUT

By William H. Rankin,

Vice-President, Mahin Advertising Co., Chicago.

The advertising and selling campaign of the Welch Grape Juice Company, for the past year, gives a most conspicuous and convincing example of the direct and immediate returns possible when advertising and sales effort are carefully planned and closely co-ordinated in a way that convinces the dealer and gets close to the consumer.

Edgar T. Welch performs the dual duties of advertising and sales manager. Long before the Mahin Advertising Company became connected with his company, he had been in the habit of keeping his salesmen informed as to what was being done in the way of advertising, and instructing them how they could make the best possible use of the advertising in their daily sales work.

October 20, 1910, all the Welch salesmen were called to Westfield, N. Y., where Welch's Grape Juice is prepared, for a general sales convention. At this convention each salesman was given an opportunity to present his views as to what should be incorporated in the advertising to make it most effective, and to offer new suggestions or ideas for improving the sales work in general.

John Lee Mahin spoke upon the subject, "How to Blend Sales and Advertising Work," relating some of his extensive experience in merchandising high-grade food products, and pointing out to the salesmen the value of the advertising that would be done and its practical application. In effect he said:

"Advertising can be brought in

to do part of the work of making a sale that would otherwise have to be done personally by the salesman, were it not for the advertising. The salesman can get the benefit of the advertising and know absolutely, when he is talking to a buyer, that the buyer has been affected by the advertising. He can know what the advertising is intended to produce in the buyer's mind, realizing that all there is to advertising and salesmanship is producing a changed mental attitude that takes place in the buyer's mind, and can focus his energies upon taking up the sales work at the point where the advertising has left off.

"Advertising is an economical form of salesmanship. It puts people in a more responsive state of mind. It does a lot of the drudgery of salesmanship—the mechanical part of salesmanship. It conserves a salesman's time by carrying people past the first and intermediate stages of the change in their mental attitude which they must go through before the actual closing of the sale is possible."

Subsequent to Mr. Mahin's address, the writer was called upon and gave his views on the same subject, explaining to the salesmen exactly what the Mahin Advertising Company intended to do to make Welch's the national drink, and to help the salesmen get the lion's share of grape juice orders early in the season of 1911.

Each salesman was asked to state in comparative percentages how much of an increase might be expected in his territory during the coming year, taking into consideration the following points:

First, his own work; second, the co-operation he would receive from the home office; third, the splendid store advertising to be furnished; lastly, the great magazine, trade paper, medical paper and street-car advertising to be done, as shown by tentative drawings, plans and outlines displayed in the convention quarters. The salesmen responded in a very gratifying manner. Some promised to increase their sales 100

SCRIBNER'S MAGAZINE

MIDSUMMER FICTION NUMBER

More copies are sold of the **Midsummer Fiction Number** of SCRIBNER'S MAGAZINE each August than of any other issue of the year, with the possible exception of the Christmas issue.

There are more readers of every copy sold.

Every reader has more leisure, is in a more receptive mood, is a better *listener*, has more time to read, more time to think.

It is the time for the advertiser to suggest things.

In the **Fiction Number** of Scribners you reach *listeners*. You are assured of quiet attention. It is the time to create *impression*.

\$300.00 per page - Forms close July 5th

per cent, some 75 per cent, some 50 per cent, and the lowest estimate advanced was for a 25 per cent increase.

This put each salesman on record as promising to put forth every possible effort to secure at the very least a minimum of orders greatly in advance of his previous year's business. The Welch salesmen are to-day making good on that basis.

The salesmen were also encouraged by the addresses of C. E. Welch, president of the Welch Grape Juice Company, the man who founded the grape juice industry; Paul R. Welch, vice-president, who has charge of the great Welch plant and to whose executive ability is due, to a great extent, the well-ordered efficiency of the producing end of the business; and Edgar T. Welch, advertising and sales manager, whose progressive promotion work we have mentioned.

That he might have a thorough understanding of the grape juice industry, so far as the Welch Grape Juice Company is concerned, and be able to write personally, and to supervise the writing of copy which would reflect the institutional spirit of that company, Wilbur D. Nesbit spent several days in Westfield and the vineyards thereabout.

He learned how, by the Welch process that is rapid, sure and cleanly, the juice is pressed from the choicest grapes and placed in air-tight receptacles within a few hours after the grapes are picked, so that the problem of securing and keeping the juice in its natural state is solved.

He went into the human-interest side of the proposition. He found out how the Welch people insist that the grape juice shipped from the Welch factory shall be a lasting criterion of their good faith with the public. Therefore, when the active work of preparing the copy was begun, Mr. Nesbit was well informed, not only about grape juice, but about Welch's Grape Juice in particular, the Welch organization, its principles and its policy. And he was careful to see that the ad-

vertising copy was imbued and permeated with the sentiments of honesty, fair dealing and rigid adherence to the highest ideals.

From November 1 to December 20 was spent in preparing the advertisements for the 1911 campaign. Our Mrs. Helen Mar Thomson co-operated with Mr. Nesbit on this work, particularly in the preparation of the street-car cards.

During preparation of copy E. T. Welch made several visits to our office in Chicago to go over copy and talk over affairs in general, and several visits to Westfield for the same purpose were also made during that period by Mahin representatives.

In order that the trade in general might see the advertising in such a form that they would have a proper conception of the extent, magnitude and far-reaching effect of the campaign, and the salesmen have some tangible form in which to display this advertising, it was necessary to have a trade circular.

That sounds commonplace enough in itself. Perhaps it brings a smile, for there are trade circulars and trade circulars. We realized that the proposed Welch trade circular, to be of any real value and service, must be new, unique and interesting. It was decided to make up the Welch trade book in the form of a high-class magazine of the size of the standard women's publications.

As finally prepared, the front cover, in colors, shows a very attractive bunch of grapes hanging from a portion of an arbor, the vines and leaves entwined so as to form the background and running out into a border. The first inside cover page shows a full-page advertisement of Welch's Grape Juice just as it appears in several prominent magazines. Following this is a story dealing with the manufacture of Welch's Grape Juice, illustrated from photographs.

The remainder of the magazine is made up along similar lines, the reading matter consisting of information on the Welch campaign, display material, etc., talks



Away in the Lead!

THE WORLD

**Romps Past the Five
Months' Post an Easy
Winner Over All
Other Newspapers
of the Earth.**

During the First Five Months of 1911

THE WORLD PRINTED 628,185 Ads.

**The Herald, Times, Sun and
Press, COMBINED, Printed. . . 610,686 Ads.**

**WORLD'S Lead Over All Four
Other Newspapers Added }
Together 17,499**

Of All Newspapers in this or Any Other Country The World's Nearest Competitor is the New York Herald, which printed during the period above referred to 220,844 less advertisements than The World.

on advertising and sales work. The reproduced advertisements are not massed together, but are distributed over the different pages, all next to reading matter.

In the center of the book is an insert showing, in the natural colors, a number of the street-car cards that are being used, together with suggestions to the dealer as to how he can use this street-car advertising to his advantage.

Present indications point to a

World, Collier's Weekly, Woman's Home Companion, Literary Digest, Life, Everybody's, McClure's, American Magazine, Scribner's, World's Work, Good Housekeeping, Munsey, the Scrap Book and the National Food Magazine.

In the periodicals mentioned we secure a circulation, in round numbers, of 8,100,000. Figuring on the usually accepted average of five readers to each copy circulated, this reaches the enormous total of 40,500,000 people.

In addition to the magazine advertising, street-car space is being used in a number of the larger cities and towns throughout the United States. This advertising has brought many direct inquiries for a booklet of recipes featured on the cards.

DEALER WORK AND TRADE JOURNAL ADVERTISING

To enable the local dealer to reap the benefit of all this advertising, he is, upon request, furnished with an extensive line of material for local advertising, to enable him to identify his own store as a distributing point for this quality beverage, consisting of attractive window displays, striking store signs, engraved plates for use in local newspapers, etc.

One page of the trade book is devoted to telling the dealer how to make the best use of the trade helps, insuring that, when the window displays, store signs, etc., are sent to a dealer, they will be used in a way that will attract the most favorable attention to

Welch's Grape Juice.

A few days before the date set for the appearance of a page or half-page advertisement in any of the magazines, a night-letter is sent to each salesman, notifying him that the advertisement is to appear and urging him to use that particular advertisement on the dealer while it is timely. Whenever possible, the night-letter suggests some new way of making



STREET CAR CARDS

very large increase in sales for 1911 over those for 1910. The sales for February, 1911, were over seventy-five per cent larger than those for February, 1910. Letters from salesmen are uniformly enthusiastic and encouraging.

Among the publications being used during 1911 are the *Ladies' Home Journal, Saturday Evening Post, Butterick Trio, Ladies'*

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the advertising render double service.

This has been a great factor in keeping the salesmen interested in the advertising and in keeping them enthusiastic about talking the advertising to the dealer. And the use of the advertising on the dealer certainly has helped to bring about the increase in the sale for 1911.

Another method of keeping the advertising before the dealer is to arrange the schedule so that the Welch advertisements appear in certain numbers of magazines, like the *Butterick Trio*, *Collier's* and the *Literary Digest*, entitling Welch's Grape Juice to representation in various grocery, drug and other trade circulars occasionally sent out by such publications, as supplements to their regular issues.

One day the dealer sees the advertising itself; another day the Welch salesman, calling on him, tells him about the advertising, how it is increasing the demand, and that he should be in a position to supply this increasing demand; and then the dealer receives a trade circular from *Collier's*, the *Butterick Trio* or the *Literary Digest*, or a personal call from some interested magazine or street-car representative, telling more about the wonderful sales and advertising campaign behind Welch's.

And, even if all these diversified influences do not impress the magnitude of the Welch advertising upon the dealer's mind, the fight is not yet lost, for *Welch's Magazine*—a monthly house organ filled with inspiring and up-to-the-minute sales talk—coming along regularly, stimulates and renews his appreciation of the advertising and of its value to him if he co-operates with it.

No dealer can read *Welch's Magazine* without feeling that he should get in line to take advantage of the Welch advertising campaign.

And the dealer knows that, unless he tells the new Welch consumers in his neighborhood that Welch's is sold at his store, they will buy from some aggressive

competitor within a few blocks—hence he is more than willing to send for and use the window displays and store signs the Welch people are ready to supply him.

Although all this advertising might naturally be supposed to reach everybody who might influence the sale of grape juice, we have made "assurance doubly sure" by employing, in the medical and trade journal advertisements, which are component parts of the complete campaign, the same general illustrations and designs used in the magazine and street-car advertising, with different copy for the dealer.

MUST BEGIN SOME TIME

Editor of PRINTERS' INK:

As a recent graduate of the Advertising Class of the Twenty-third Street Y. M. C. A., in this city, I am much interested in the letter of Mr. James D. Wolff, in your issue of May 25, in which he states that "the student of advertising is not necessarily a numskull." I find from experience that this idea seems to prevail not only among advertising men, but among business men in general.

It is an unfortunate fact, though true, that in the large majority of cases where employment is sought in the advertising line, to state you have "studied" advertising, either by correspondence or in a school, is to blight your chances for even so much as a hearing.

Why should not a man who is so ambitious to advance and "get out of the rut" that he spends his spare time in earnest study and application, month after month, be given at least a chance to show whether or not he can make good?

The object of advertising is to sell goods, and if the "advertising student" can write snappy, persuasive, order-filling copy (which many of them can), why should he be relegated to the rear simply because he has not served "his term," as Mr. Reidy expresses it?

I take off my hat to Mr. Wolff when he says, "Give the correspondence student a chance," as in 99 cases out of 100 he will "make good"; all he wants is "the chance." Give it to him.

FRANK D. HOPLEY.

Unless new men were continually coming into the ranks of advertising men the "race" would commit suicide for sure. When those who now know everything eventually die off, it would be a sorry day for the world if there were none to take their places in the monopoly of advertising information.



\$15,000.00 in **CASH** Offered as **PRIZES** in a Contest of Ideas

That all the world may submit appropriate wordings to appear
over the Greatest Operating Electric Display of the Century—

The Fiery Chariot Race in New York

Showing Which Concerns and Products are the Recognized

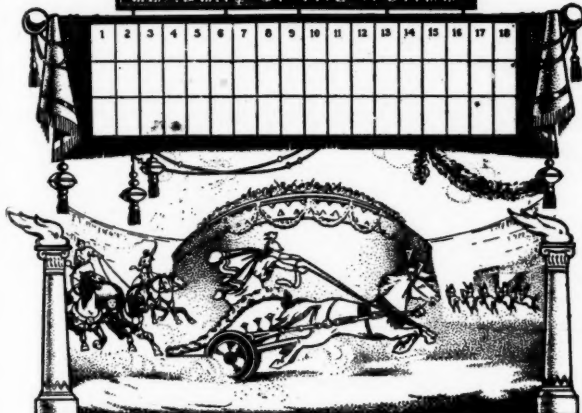
“Leaders of the World”

“The Recognized Leaders of the World”

- | | |
|--|---|
| Remington Typewriters.
Remington Typewriter Co.,
New York, N. Y. | Walk-Over Shoes.
G. E. Keith Co., Brockton, Mass. |
| Armour's Star Ham, Extract of Beef,
or Simon Pure Lard and Grape Juice.
Armour & Co., Chicago, Ill. | Vollrath Enameled Ware.
The Vollrath Co.,
Sheboygan, Wis. |
| Gold Medal Flour.
Washburn-Crosby Co.,
Minneapolis, Minn. | Winchester Guns and Ammunition.
Winchester Repeating Arms Co.,
New Haven, Conn. |
| Waterman's Ideal Fountain Pens.
L. E. Waterman Co., N. Y. City | Dayton Bicycles and
Davis Sewing Machines.
Davis Sewing Machine Co.,
Dayton, Ohio. |
| Le Page's Glue.
Russia Cement Co.,
Gloucester, Mass. | Educator Crackers.
Johnson Educator Food Co.,
Boston, Mass. |
| Waltham Watches.
Waltham Watch Co.,
Waltham Mass. | New Haven Clocks—Tattoos.
New Haven Clock Co.,
New Haven, Conn. |
| Angelus Player Pianos
and Piano Players.
The Wilcox & White Co.,
Meriden, Conn. | Gorton's Codfish.
Gorton-Pew Fisheries Co.,
Gloucester, Mass. |
| Edison Phonographs and
Amberol Records.
Thos. A. Edison, Inc.,
Orange, N. J. | Everwear Hosiery.
Everwear Hosiery Co.,
Milwaukee, Wis. |
| Pompeian Massage Cream.
Pompeian Mfg. Co., Cleveland, O. | Electric Light and Power.
The New York Edison Co.,
New York, N. Y. |
| Gem Jr. Safety Razor and
Damaskeene Blades.
Gem Cutlery Co.,
New York, N. Y. | Lowney's Cocoa.
Lowney's Chocolates.
Walter M. Lowney Co., Boston. |
| Hotel Astor Coffee.
B. Fischer & Co., New York City. | Toledo Computing Scales.
Toledo Computing Scale Co.,
Toledo, Ohio. |
| Kelly Motor Trucks.
Kelly Motor Truck Co.,
Springfield, Ohio. | Porosknit Summer Underwear.
Chalmers Knitting Co.,
Amsterdam, N. Y. |
| Jewels, Gold and Silversmiths.
Black, Starr & Frost,
5th Avenue, New York, N. Y. | Smith & Wesson Revolvers.
Smith & Wesson, Inc.,
Springfield, Mass. |
| Curtice Bros. Blue Label Ketchup,
Blue Label Soups & Canned Goods.
Curtice Bros. Co., Roch'ter, N.Y. | Wales Visible Adding Machines.
The Adder Machine Co.,
Wilkes-Barre, Pa. |
| Ford Popular-Priced Motor Cars.
Ford Motor Co., Detroit, Mich. | Optimo All-Havana Cigar.
A. Santaella & Co., Tampa, Fla. |
| Bohn Syphon Refrigerators.
White Enamel Refrigerator Co.,
St. Paul, Minn. | Quaker Oats,
Puffed Rice and Puffed Wheat.
Quaker Oats Co., Chicago, Ill. |



LEADERS OF THE WORLD



The Great Chariot Race, Facing Herald Square, New York

PRIZES

1st Prize, \$2000.00 in CASH and solid silver trophy, specially designed by Black, Starr & Frost, 5th Avenue, New York.

2nd Prize, \$1000.00 in CASH:

3rd Prize, \$500.00 in CASH:

The 1st, 2nd and 3rd Prizes to be awarded to the persons having the 1st, 2nd and 3rd largest number of advertisements accepted by the "Leaders of the World" combined.

\$11,500.00 OFFERED IN ADDITIONAL PRIZES

Prizes of various amounts to be awarded as one dollar for each and every advertisement accepted by the different "Leaders of the World," until the sum of \$11,500.00 is absorbed, making a total of FIFTEEN THOUSAND DOLLARS, as offered.

ALSO A CERTIFICATE FOR EVERY WINNER

Everyone having copy accepted by the "Leaders of the World" will be issued a handsome certificate, giving the names of the firms, and certifying that this person has submitted ideas for advertising that have been accepted by the "Recognized Leaders of the World."

SPECIAL EXTRA PRIZES.—\$25.00 will be paid for each and every accepted suggestion, for the best general way by which these mammoth concerns may make the greatest use of their recognition as "Leaders of the World" in their line of business, among their dealers, sales force and in other ways and forms of advertising. Address these suggestions to

Service Dept., The Rice Electric Display Co., 1328 Broadway, New York, N. Y.

JUDGES

Each of these concerns will judge and pass upon the advertisements submitted for their respective firms.

(OVER)



Rules and Conditions of the Contest

Each advertisement or slogan written must be limited to three lines, not to exceed eighteen letters and spaces to each line (such as could be placed in the blocks on the curtain over the race reproduced on this page).

Be sure to leave one space between each word and do not divide any words between lines, for example, the following wording:

THE RICE ELECTRIC DISPLAY CO. UNITES THE WORLDS LEADERS

The first line contains "The Rice Electric," being 15 letters and 2 spaces, leaving one space at the end.

The second line contains "Display Co. Unites," being 15 letters, one period and two spaces, requiring full 15 spaces.

The third line contains "The Worlds Leaders," also using all 18 spaces. However, you need not use all the spaces. The shorter and stronger the expression, the better.

The following abbreviations and characters can be used in place of any letter:—(period .), (and &), (dash —), (per cent. %), (dollar \$), (cent ¢); also figures, 1-2-3-4-5-6-7-8-9-0.

All wordings must be freely submitted in this contest and shall become the property of the Rice Electric Display Company, and will not be returned. We also reserve the right to disqualify the copy of any contestant whom in our judgment we deem is using unfair methods in this contest.

Ideas will be judged upon their merit in point of best advertising value. No contestant shall submit exactly the same wording for more than one of the "Leaders of the World."

In the event of a tie for any of the 3 big prizes, an equal division of the prize money shall be made to those tying.

In the event of a tie for the 1st prize after dividing the 1st prize money, we will award the silver trophy to the tying contestant whom we feel has submitted the ideas of greatest merit.

You may submit either one or two advertisements for any or all of the "Recognized Leaders of the World," but no more than *two advertisements for each concern* can be submitted by any one contestant. Use a different sheet of paper for each of these concerns, but write only on one side of it.

Put the firm's name on top. Follow with your suggestions for that firm and sign your name and full address on the bottom of each sheet.

The contest closes on **July 15, 1911**, and all contest mail must bear postmark not later than that date.

No questions can be answered in this contest. Prize winners will be announced in this paper. Do not send any of your suggestions direct to these concerns, but forward them all in one envelope and *address as follows*:

"Leaders of the World Contest"

The Rice Electric Display Co.

1328 Broadway, New York City

World's Leaders

One thousand firms could have paid for the service on the "Leaders of the World" Display, but our committee selected these great concerns and invited them into this affiliation as the "Recognized Leaders" in their line. Note the class of business represented as well as the standing of the concerns.

Get Busy, Enter the Contest

You cannot profit by your ideas unless you put them into practice. Be a leader in the race of brains, the way to success.



This International Contest will be carried on in the following newspapers

The Philadelphia North American
Washington Post
Cincinnati Enquirer
Pittsburgh Chronicle-Telegraph
Salt Lake City Herald-Republican

St. Louis Globe-Democrat
Kansas City Post
Denver Post
Los Angeles Examiner

As well as the European edition of the New York Herald,

Published



Opportunity

Lack of opportunity is the great barrier of many a bright mind's success. The opportunity is now afforded you to submit your ideas to the affiliation of "The Recognized Leaders of the World," which may open the avenue to your future success.

Absolutely Free!

In entering this contest there is no cost or obligation involved.

Many persons possess some talents that they have overlooked or possibly never had the opportunity to put to use, the knowledge of which would place an increased value on their daily work and effort.

Open up a few charges of ginger and push—crisp, catchy wordings should be the rule, clear cut and to the point, convincing arguments of the superiority of the "Leaders of the World" products.

Facts About the "Leaders of the World" Display

Location and Operation

The world's greatest operating electric display representing a Roman Chariot Race in electricity, is located at 38th Street and Broadway, directly facing Herald Square in Greater New York, undisputed the busiest spot on earth and where people from every part of the world pass every night in the year.

This display is illuminated every evening at dusk and burns until 12.30 a. m. When illuminated, the following operations take place, throwing the entire picture of fire of many colors in motion:

The horses all appear to be running at break-neck speed, yet never overtaking the main chariot, which represents the "Leaders." The wheels of the great chariot revolve swiftly, while the road appears to recede from beneath the flying hoofs and revolving wheels. The crimson cape of the leading driver as well as the manes and tails of the horses all appear to be waving in the wind, while the lights that decorate the arena wall appear to move in the opposite direction. On either side, mounted on the 35-foot columns, are brasiers of fire, throwing forth flames over 8 feet long.

Directly over the race is suspended a great steel curtain that is 20 feet high by nearly 100 feet long. Mounted on the top of this curtain is the title of this great display—"Leaders of the World." All during the evening there appears continuously on this curtain the announcements of these world's greatest business concerns.

Mammoth Proportions—The display is one-third of a New York City block wide, rises 72 feet above the roof (7 stories of an ordinary building).

Contains about 20,000 electric bulbs requiring 600-horse-power to operate. Over 500,000 feet of wire (over 95 miles) was used—making necessary over 70,000 electric connections.

THE RICE ELECTRIC DISPLAY COMPANY

Capital, \$500,000.00

Home Office, Dayton, Ohio

1328 Broadway, N. Y. City

ELWOOD E. RICE, President

OWNERS AND OPERATORS



throughout the U. S., mostly in pages, for 5 consecutive weeks, beginning June 4

Boston Herald
Minneapolis Tribune
Chicago Record-Herald
Detroit News

Dayton Daily News
Springfield, Ohio, Daily News
Pittsburgh Gazette-Times
New York Sun
San Francisco Chronicle

Published in Paris, and circulated in Paris, London and Berlin

MOLDING THE SPIRIT OF AN ORGANIZATION

THE HOUSE PAPER (NOT A "HOUSE ORGAN") A VALUABLE MEANS OF DEVELOPING LOYALTY—SOME THINGS WHICH EXPERIENCE HAS SHOWN IT IS NOT WISE TO DO—COMMON SENSE WILL MAKE IT A REAL SUCCESS

By Roy W. Johnson.

Just the other day I was talking with the head of a large business, and telling him what in my opinion a good advertising man should do for him. Among other things the question came up of a house publication for the purpose of inspiring loyalty in his organization. Very wearily he replied that there was nothing in that; he had tried it, and so far from its being a benefit to him his employees seemed to resent it. Five minutes later he was describing how his nearest competitor hired two department heads away from him.

Now the important point in that is not that the department heads want to work for his competitor—there is nothing particularly odious in that—but the fact that they did it secretly, distrustfully, behind his back. Which simply means that the true spirit of loyalty is not there—the spirit which sends a man to the boss with the news of an offer, talks it over fully and frankly with him, and decides to accept or reject it without deception. How to create and sustain such a spirit is becoming more and more important as business men realize the advantages of leadership over bossism, and the real, hard dollars-and-cents value of co-operation. One of the means to that end is the house paper, issued solely for the organization itself.

Now right here let it be said, and emphasized, that no house paper at all is far better than the wrong kind of a paper. It is not an incidental job for the third assistant in the advertising department to be thrown together after the "regular work" is done. It is not a mere catch-all for clippings from the trade press about Indus-

try and Optimism; the "work hard and grin" kind of platitudes. Neither is it an opportunity to immortalize in type the petty gossip of the cloakrooms or the horse-play of the noon hour. If it is to do its work at all, it must represent the life of the organization as a reasonable, responsible energy, with a purpose.

Now in order to inspire loyalty, it is absolutely essential that the object of it be worthy of loyalty. Employees are not fools, even if they are working for ten dollars a week where you get a hundred. They resent exploitation as much as you would. I mean just this: the system of advertising broadcast your great benevolence toward your employees—your rest rooms, your gymnasiums, your lunch associations—when they know that your sole purpose in maintaining those things is to advertise them. People aren't loyal to things—even rest rooms or gymnasiums. They are loyal to persons, or ideas, and the latter most often personified. Also the object of their loyalty must seem bigger, or better than themselves. So don't expect loyalty unless you are worth it.

Indeed that seems to me to be the flaw in most of the welfare movements which start with a great blast of rhetorical trumpets, and end in disgusted exclamations regarding the ingratitude of the working classes. The working classes aren't so ungrateful, but they do object to the exploitation of your benevolence, and to the imputation which such exploitation inevitably carries with it that they are, in a sense, the objects of charity. Employees' welfare movements seem to be *either* a good thing to brag about, *or* a powerful inspiration to loyalty. I do not know of a case which has been both.

Assuming that you want to create loyalty to yourself and your house for the simple sake of the increased efficiency it will bring, and without regard to anything outside the organization, you start a house paper. First of all, whose paper is it? The general manager's? The advertising depart-

ment's? The shipping clerk's? No, it belongs to none of them, but to *all* of them. In a word, it is not "your" paper; it is "*our*" paper. If it is big enough, every department of your business ought to be represented every issue—not merely mentioned, but represented. If too small for that, it should contain matter of interest to everybody from general manager to janitor, and above all that something should be permeated through and through with the idea that this is one unit of an organization which is alive, and which is going somewhere as a unit, not piecemeal.

The organization is foremost, always. And the organization is the men and women who work together. Too often the organization means the few square feet of desk in front of a man's nose.

News naturally comes first. What is news, from the standpoint of the house paper? News is the substance of the events which affect the relationships of the members of the organization, one with another, or which tend to advance or retard the progress of the organization as a whole. Thus, a new method of checking sales would be news, marriages, births and deaths among members are news, a big sale is news; but the first straw hat worn by a male employee in the spring is not news—unless, indeed, you have space enough to set aside a page for mere trivialities, and have nothing better to fill it with.

Information next. Information about the goods, the material, the workmanship, the prices. Don't imagine that the bookkeeper isn't interested in this, or the boy who fills the inkwells. It is a part of "our business." I know of a manufacturing concern in which the underclerks in the accounting department know the names and records of more than three hundred salesmen, less than one-tenth of whom they have ever seen. They are interested, and will be, if you give them the chance.

Those two are comparatively easy to handle. Almost any active assistant with a sense of pro-

Clean Advertising

The magazine that keeps its advertising columns closed to doubtful or untrustworthy concerns is doing a great service—not only for its readers but for itself.

The reader and the legitimate advertiser appreciate such a position.

Ladies' World readers show in hundreds of letters to us each month that the reliance they place in our advertisers is well founded.

Here is a "sample letter":

"Gentlemen:

"I find that the Larkin Company offers more in the way of variety than any other concern. I doubt if anyone who has ever had dealings with this company has any cause to be dissatisfied with either product or premium.

M - - - E. C - - -

"Tarrytown, N. Y."

THE
LADIES' WORLD
NEW YORK

Power and More Power

Because advertising men have confidence in its editorial policies and, therefore, foreknowledge of its result-producing powers, Good Housekeeping Magazine heads the list in amount of advertising carried by the June issues of women's publications.

(See page 77 in this issue of "Printers' Ink.")

Moreover, we are now putting far greater energy into Good Housekeeping Magazine's present policies—stronger effort of the kind that has made it the recognized authority on home management—to the still more fruitful advantage of its advertisers.

These policies prevent any waste in Good Housekeeping Magazine's circulation among the administrative heads of over 300,000 American homes.

GOOD HOUSEKEEPING M A G A Z I N E

BOSTON

NEW YORK

CHICAGO

The largest class publication in any field

portion can handle that much of it. But now we come to the editorials, the real voice of the organization so to speak, and here we need judgment, dignity, tact, forbearance—probably this is the most delicate operation the advertising man has to perform. An editorial in the house paper can heal a grievance or start a dispute quicker than anything else I know of, because it is official, it is the organization speaking.

In the first place, let the editorial page be the voice of the organization; don't let the impression get abroad that it is the voice of any individual whatever. If you print the names of your editorial staff at the top of the page, let your staff be large enough to include representatives from several widely removed departments, and see that they are not all high-salaried individuals. I am in favor of printing the names, since it gives a good reason to believe that the opinions there expressed are not necessarily veiled orders or threats on the part of the boss, and it offers an incentive to others to see their names in that place.

Don't preach. And don't be sarcastic. But on the other hand, don't be afraid to point out a fault, and always give the remedy. If you don't know the remedy, keep quiet. When a thing is wrong, say so straight from the shoulder, but don't call names. If the clerks in Department 27 are watching the clock you can very safely write an editorial about clock-watchers, if you don't hint at any particular department and don't call them soldieriers. It is best to guard against the "Do it now" style of editorial, which is sufficiently familiar to need no description.

The chief function of the editorial page is to explain. New regulations, which seem arbitrary, can be made reasonable and obedience secured easier by one editorial than by a dozen departmental fracas. The editorial answers the question "Why?" which the boss is too busy to answer even if you could get time to ask him.

Contributions come next on the list. Shall we ask for contribu-

tions from the force? There is no doubt but that such a policy tends to stir up interest in the publication, since we all of us do enjoy seeing our names in print, but it frequently causes trouble. I have had a man ask me a dozen times why I did not print his article, though I had told him as many times that it wasn't "available"—that's what real editors say, you know. But I had printed other articles which, he thought, were no better than his, and no amount of explanation could convince him to the contrary. So you will save yourself trouble if you don't encourage contributions.

But, on the other hand, you will lose a lot of good ideas which are hidden in the minds of—perhaps the office boy himself. We don't realize, oftentimes, that these people who are working for us have brains, too, that they are thinking all day long while they are at work, criticising our methods and determining that when they grow up and get a business they won't run it this way. We can't afford to lose a chance of getting at these ideas, and we can't afford to stir up jealousy by refusing to treat all alike. How to avoid either extreme?

Combine your suggestion box with the paper. Make that the road to representation in its columns. An accepted suggestion will be paid for, of course, and in addition the maker of it will be asked to write an article about it for the paper. Several good suggestions entitle the maker to a position on the staff. Thus you give all an equal share in the paper, and you make the paper worth more to its readers because they know an article must be worth while to get in.

Finally, don't confuse the house paper with a house-organ, commonly so called. You will gain nothing by trying to combine the two; indeed, you will lose. The house-organ must be true to its purpose, of interesting possible customers in your goods; the house paper pays best when it keeps to its purpose of building efficiency through loyalty to your organization.

MANUFACTURERS REALIZING UPON TRADE JOURNAL OPPORTUNITIES

READERS BEING TREATED TO MUCH "CONSUMER" ADVERTISING—AUTO TRUCK CONCERNS IN CLASS MEDIUMS WHERE EVERY READER IS A LIVE PROSPECT—COST OF TRADE JOURNAL CAMPAIGN

By G. D. Crain, Jr.

Those who are close observers of trade journals have noted within comparatively recent months an interesting development in that more and more general advertisers are appearing in their pages. The close appeal of the class paper and the fact that the manufacturer can talk exactly to those whom he is trying to influence and no others, thus avoiding the mixed and indiscriminate audiences provided by the more general, are arguments which are being recognized as sound.

Probably the leaders in this movement just now are manufacturers of automobiles and motor trucks. The use of the passenger-carrying car in business has made every business man a "live prospect" for an automobile of this type, while those whose business involves the solution of the transportation problem are naturally interested in the motor truck. Manufacturers of them are therefore getting results by going direct to prospective users through the pages of their trade papers.

Without attempting to catalogue those who are developing automobile sales through class journal advertising—supplementing, of course, that which is being maintained in other fields—one may mention the White Company, of Cleveland, which is exploiting both passenger and freight-carrying cars in a considerable number of trade magazines; the Couple-Gear Freight-Wheel Company, of Grand Rapids; The International Harvester Company, of Chicago; The Brush Runabout Company, of Detroit; the Thomas B. Jeffery Company, of Kenosha, makers of

Ramblers; the Interstate Automobile Company, of Muncie, Ind., and the Mitchell-Lewis Motor Company, of Racine, Wis.

This does not include makers of wagons for special purposes who have adapted the motor idea to their products and are advertising them as formerly in the trade journals covering their fields.

The White Company's trade paper campaign is probably more extensive than those of the other manufacturers named. It has evidently been carefully worked out, and frequent changes of copy are made. Illustrations showing trucks in use in various hauling fields are used, and simplicity of operation and cheapness of maintenance, the two subjects about which questions are asked many times by every truck owner before making a purchase, are dealt with in their different aspects in the class paper campaign.

Not only does the motor truck manufacturer who makes his arguments in a trade paper, read by men, every one of whom is directly interested in the subject, find an audience which of necessity is more interested than any other kind, but he is able to take advantage of the additional interest frequently afforded by the editorial columns of the trade paper. The same issue which carries the manufacturer's ad may have an exhaustive article discussing the pros and cons of motor truck transportation, for this is a live subject, full of news interest, and is being treated regularly in every paper which covers a field where transportation is a problem of management.

For example, a recent issue of the *National Laundry Journal* carried a page display of the Brush Company, which exploited its \$650 package car and explained its merits as a delivery wagon for small parcels. This paper printed last month an article headed "Auto Delivery vs. Horse and Wagon," in which the actual experience of a launderer with a truck was given, and in which the advantages of motor trucking appeared to be evident. That the Brush company secured some of

the benefits which may be reckoned to have followed the publication of the article can safely be assumed.

Another advantage which is secured by the advertiser who uses the trade papers is that he can make his arguments fit his audience. When one is speaking to the vast array of general readers, who include men in every line of business, the argument must of necessity be in general terms. In the class paper it may be got down to the very problems and the very business in which the reader is engaged, and therefore can be made more convincing and result-producing.

It may be remarked by the way, however, that most of the advertisers of motor trucks have not made the most of their opportunities in this direction. One of those who has is the International Harvester Company, which manufactures a solid tire "auto wagon," which is making good in the commercial field. In advertising this to the grocery trade, the company pointed out that by the use of the horse and wagon the business of the grocer is restricted to a circle, the radius of which is determined by the comparatively slow speed of the horse. "Enlarge your field of trade by using a good commercial car," was the deduction which was made. Actual figures showing savings, as well as explanation of the wagon's simple features of construction, carried the idea further.

The line of reasoning followed by those who are advertising passenger cars in the class journals is that business men, especially manufacturers engaged in trades requiring a considerable capital, are evidently possessed of sufficient means to purchase automobiles, and therefore are prospects to that extent. Cars are being found useful in business as well as in pleasure, and the adaptation of a passenger-carrying automobile to the business of a prospective purchaser is so immediate a contingency that it may logically be presented to him in his trade paper.

However, the copy which is be-

"The Standard Paper for Business Stationery"—"Look for the Watermark"

Those Tough Envelopes

"The only complaint I have to make about your firm is that your envelopes are so hard to cut open."

So said the Treasurer of a large corporation to the writer of this page.

Haven't you noticed that same firmness of fibre about some of the letters you receive? It not only signifies very good stationery, but in nine cases out of ten it identifies

OLD HAMPSHIRE BOND

The tougher the envelope the better the paper—also the better the envelope. For an envelope is first of all a container, and should be strong enough to insure the safety of every enclosure.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond.



Write for it on your present letterhead. Address

Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively. Makers of Old Hampshire Bond, "The Stationery of a Gentleman" and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.

SOUTH HADLEY FALLS MASSACHUSETTS

Made "A Little Better than Seems Necessary"—"Look for the Watermark"

ing run by most of the automobile manufacturers who are advertising their so-called pleasure cars in trade papers differs little from that run in the general media, so that it may be assumed that the main reason for entering papers of that character is to reach a select list of prospects.

The cost of a far-reaching campaign in the trade papers is not nearly so expensive as one on similar lines in the magazines of national circulation, although one could easily spend an imposing sum in exploitation of that character. The average trade paper covering its field thoroughly commands a rate of from \$50 to \$100 a page, this representing a circulation of from 5,000 to 15,000.

Assuming that a page ad costing \$50 reaches 5,000 readers, and comparing this with \$300 for a page in a magazine with 300,000 circulation, the relative cost per thousand of circulation is seen to be ten times as much in the first as in the second-named medium. Against this multiplied cost, however, is set the fact that every reader may be regarded as a definite prospect, while it would be hard to say whether one in ten of the magazine's readers is a possible buyer of a motor truck; and the intensive character of the arguments directed to the trade paper audience as compared with the more general and therefore possibly less effective statements made in the national medium, is another point in favor of the former.

As the truck manufacturers who have been advertising in the class journals longest are still appearing regularly, it seems fair to assume that the advertising is producing results. There is a wide field here for the manufacturer who cares to undertake the direct advertising campaign, but the very wideness of it immediately presents obstacles. When he places his ad in a magazine of general circulation, he feels reasonably sure that many men in all lines of business will see and be affected by his arguments. When he goes into the trade journal,

however, he realizes that in order to cover his field thoroughly he must advertise in many papers.

A. N. A. M. INCORPORATES

The Association of National Advertising Managers has been incorporated under the laws of the state of New York by F. H. Cole, advertising manager Peter Henderson & Co., William H. Ingersoll, advertising manager R. H. Ingersoll & Bro. and O. C. Harn, advertising manager of the National Lead Company and others.

The stated objects of the new organization are to advance the knowledge of advertising, so far as may be possible, to an exact science, to the end that those represented by its membership may extend their advertising appropriations more intelligently and more efficiently; to investigate circulation of newspapers, magazines, and trade papers, and to endeavor to teach publishers that their best interests lie in maintaining uniform rate cards—in eliminating advertising which is dishonest and misleading or offensive.

The office of the corporation is at 200 Fifth avenue, New York.

POST-OFFICE DEFICIT WIPED OUT

For the first time in nearly thirty years the Post-Office Department is self-supporting. It has a surplus of more than \$1,000,000 and has therefore returned to the treasury department \$3,000,000 appropriated from the public funds for the current year.

The reduction of the big deficit of \$17,500,000 which was assumed by the Taft administration is attributed by the Postmaster General to the introduction of business methods into the postal service. Postal facilities have not been curtailed, he says. On the contrary, 3,089 new post-offices have been opened, deliveries by carrier have been provided in 142 additional cities, 2,124 new rural routes have been authorized, the total force of employees has been increased by 8,274 men and salaries have been increased \$11,708.

FROM "McCLURE'S" TO "PEOPLE'S HOME JOURNAL"

Harold C. Wheeler has severed his connection with the Western office of *McClure's Magazine* to join the Western staff of the *People's Home Journal*. Mr. Wheeler has had a wide experience in the Western field as well as early schooling in the agency field and is well known to Western advertisers.

McFARLAND SECURES ROWE

E. Fred Rowe, for many years with James Vick's Sons, of Rochester, has severed his connection with that house to take a place with the McFarland Publicity Service as chief of its copy department.



Prestige such as McClure's enjoys cannot be built in a day. It is like a business man's credit. It is a slow growth in which character, tried and proved, is a first essential.

McClure's has an unprecedented credit with the reading public.

For eighteen years it has been tried out.

During that time it has built a reputation for honesty and integrity, for sanity and fairness.

Never for a moment has it betrayed its public—and the public knows it; and it takes at least eighteen years to build a credit as good as that.

Therefore, in buying space in McClure's an advertiser gets a real endorsement conscientiously built up little by little over a long period.

That is one reason why McClure's is the leading standard magazine.

McClure's

INCREASING THE ATTENTION VALUE OF COPY

MAKING THE MAIN ADVERTISING ARGUMENT THE MIDDLE OF THE ADVERTISING PARADE—INDUCING CLERKS TO FORMULATE THE SELLING IDEAS IN MAGAZINE COPY—ADVERTISING FOR SLOGANS AND PROMOTION OF CONTESTS ARE FREQUENT DEVICES

By Kirke S. Pickett.

Inventive minds are finding interesting ways to increase the attention value of advertising copy.

There is the principle of the parade, for instance. After sinking the Spanish fleet in Manila harbor in 1898, Admiral Dewey returned to America and figured as the conquering hero in one of the greatest celebrations this country ever had. If he had ridden down Manhattan Island in lonely magnificence, he would literally have been the "whole show." But his trip would have been practically devoid of imaginative appeal. Instead he was put in the center of a parade five miles long, which the newspapers calculated took an hour or more to "pass a given point." First came Sousa's band trumpeting the "Stars and Stripes Forever." The watchers in the crowded streets along the route perked up as this air came into hearing. After came marching societies, other bands, some more societies, then national and

city dignitaries and—the climax—Admiral Dewey himself.

Each band and each marching section had keyed up the attention higher and higher until when the Chief himself appeared to view attention had reached its zenith.

Some member of the Morgan Truck Company must have watched this parade and thirteen years later applied the underlying principle to a poster recently sent out to dealers.

This poster was as large as a wall map and represented the sole advertising activity of the concern. It cost \$3,000 to produce. The idea was to send it to prospective automobile truck dealers, who should buy a car for demonstration purposes. If sent by express along with a formal letter to



This is the truck you've been looking for

The Morgan Truck was designed, developed and built as a truck. It is not merely a wagon with wheels, and the designers never lost sight of the fact that it was to be a truck.

Was First Truck Contest
As long ago as 1903 the Morgan Truck won the Gold Medal First Prize in the first contest of vehicles ever held in this country by the Automobile Club of America, and since then the Morgan Truck has been a favorite of the American people for its economy, its speed, its strength and its ease of operation.

Runs in Quietness
It runs so quietly that it can be used in the most crowded streets without disturbing anyone. It is so quiet that it can be used in the most crowded streets without disturbing anyone.

Perfect in Design
The design of the Morgan Truck is perfect in every detail. It is so perfect that it can be used in the most crowded streets without disturbing anyone.

Quality, Not Quantity
The Morgan Truck is built to last. It is so built that it can be used in the most crowded streets without disturbing anyone.

and a truck is a truck. It is not merely a wagon with wheels, and the designers never lost sight of the fact that it was to be a truck.

Designs, Plans and This
The Morgan Truck was designed, developed and built as a truck. It is not merely a wagon with wheels, and the designers never lost sight of the fact that it was to be a truck.

Runs in Quietness
It runs so quietly that it can be used in the most crowded streets without disturbing anyone. It is so quiet that it can be used in the most crowded streets without disturbing anyone.

Perfect in Design
The design of the Morgan Truck is perfect in every detail. It is so perfect that it can be used in the most crowded streets without disturbing anyone.

Quality, Not Quantity
The Morgan Truck is built to last. It is so built that it can be used in the most crowded streets without disturbing anyone.



Model 1000, 1000 lbs. Capacity



Model 1000, 1000 lbs. Capacity



Model 1000, 1000 lbs. Capacity

Morgan Motor Truck Company, Worcester, Massachusetts, U.S.A.
Master Builders of Motor Trucks

A WALL POSTER THAT SECURED 18 DEALERS

"please hang up in a conspicuous place for reference," the poster could be expected to excite about as much interest in the trade as the oft-repeated official announcement to New Yorkers that the subway situation would be settled "soon." Which is to say, interest of an extremely languid type.

The poster needed a retinue of advertising accessories—something in the nature of bands and trumpeters to go on ahead and screw interest up in the Real Thing that was coming later. In the journalists' phrasing, it took ten days for this advertising parade to pass a given point.

The dealer got first a post card signed by "Bill." He didn't know who Bill was, but he did find out that Bill had visited the Morgan Company's president yesterday and that this official was hard at work upon a lithographed and supremely artistic announcement that was going to interest automobile dealers immensely.

A letter from the president himself came the next day. He as-

sured his friend, the dealer, that the wonderful lithograph promised greater interest the farther the work of preparation proceeded. The dealer began to grow curious.

He got another post card from "Bill" the next day and a letter from the president the day following. He found himself wondering when the Chief Attraction would arrive. Then he figuratively craned his neck forward on receipt of this night letter from headquarters: "At last the lithograph has been sent you and you will get it in two days. It is the finest booster for our dealers—we have ever put out."

Arrived the poster—resplendent in bright colors and crisp with straight sales talk. Dealers looked it over with the liveliest possible interest. The preceding post cards, letters and night lettergrams injected into it an importance it could never have held in their eyes had it come along unannounced.

At least this is a legitimate

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

conclusion, for where the truck company would have been satisfied with three dealers, it secured *eighteen* from this poster alone. That is, eighteen individuals bought as many motor trucks and agreed to become agents.

This result of less than \$5,000 expenditure is due almost entirely, the company believes, to the intensification of attention secured by applying the parade idea.

Another plan that has been semi-popular in the past few years has grown out of the precept that if you can't get something for nothing, then buy it—that if you can't get serious attention for your copy without making it worth the reader's while, then make it worth while. Hence the advertised "contests," like counting the dots and finding the hidden man in the tree, of the prizes offered through advertising for slogans, catch-phrases and frank criticisms of the product or of the ad itself.

Colgate & Co. secured interesting proof of the attention value of their consumer copy among drug store clerks by a stroke of strategy. It advertised that it would give a prize to the clerk who reported the best talk which he had actually used in furthering the sales of Colgate's goods to customers.

The responses were numerous. With few exceptions, the talks as reported were digests of the arguments used by the advertiser in the magazines. Though the clerks believed they were setting down their own ideas about Colgate's products, it was written all over their answers that they had merely absorbed the manufacturer's arguments.

By inducing the salesmen to set themselves down upon paper, the advertiser derived the benefit of a clearer and more precise knowledge among clerks of the sales-qualities of the goods, as suggested in successive pieces of advertising copy.

A maker of gingham in New England did not care to spend over \$15,000 in an advertising campaign. Spread over even a fair list of women's periodicals,

this sum would have formed a pretty thin layer of publicity.

So he determined to buy attention. He advertised a prize of \$1,000 for the best selling slogan. Like most manufacturers who advertise for slogans, he did not particularly care whether he got one or not. But he calculated that if you set several thousand people cudgeling their wits for a phrase which would most briefly and forcefully sum up the valuable qualities of his product, you insure that these contestants formulate in their minds the merits of the brand more clearly than they would otherwise. In addition, he would benefit by much word of mouth advertising. The fillip of a prize gives fleetness to advertising news, translating it from print into a leading topic of neighborhood discussion.

Notwithstanding that he wasn't particularly anxious about slogans, he received 20,000 of them by mail. After a month's sorting of the returns, it was discovered that the ideas underlying them could be put into seven classifications, which throws an interesting light on the extent of the American reader's insight into advertising argument. The winning slogan was phrased in Anglo-Saxon monosyllables: "The Weave that Will Wash Well and Wear Well."

The advertiser cheerfully paid the \$1,000 to the winner, but he counts the increased attention power of his copy as his chief benefit.

Conservative men in the advertising ranks advise caution in the employment of devices that thus "force" attention. Certainly a constant or semi-regular reliance upon accessories to copy, like those described above, tends to direct the interest to the medium instead of to the product. But in these days of strenuous competition for the favor of the reader's eye, a limited resort to attention-forcing methods is perhaps unavoidable. In so far as the forcing method gives a pleasant variety to an otherwise monotonous series of ads, it is defensible by its advocates.

Largest Advertising Gain of Any Chicago Morning Paper

During the Month
of May, 1911

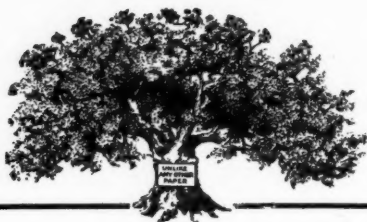
THE CHICAGO RECORD-HERALD

Gained in Advertising
Over May, 1910

129 Columns

This establishes the highest record
for advertising during the month of
May in the Chicago Record-Herald

EASTERN OFFICE:
710 TIMES BUILDING, NEW YORK



Our readers stick; do you want that kind of customers?

A reader writes us from Eugene, Oregon,
regarding Farm Journal:

"I asked my father how long he had taken it (Farm Journal) but he could not tell me exactly, as we have taken it so long. I can safely say we have taken it for twenty years, and our paper has a label on it which reads "December, 1919", and I think by the time that is up or before, it will read a date far in advance of that".

There is no little complaint nowadays because patients, clients, customers, are fickle; they change their patronage without real reason. It is evident from our subscription lists that Farm Journal readers are stable and loyal. Such a class is most worth winning.

The August issue of Farm Journal (closing July 5) will consist of more than 760,000 copies.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

GATHERING DATA FOR HOUSE ORGANS

A CLASSIFIED LIST OF THE USUAL SOURCES OF INFORMATION, WITH MANY TIMELY SUGGESTIONS—GETTING CLOSER TO THE DEALER THROUGH THE HOUSE ORGAN—MAKING IT FIT HIS NEEDS

By Charles C. Stewart.

The success of a house organ for dealers depends: First, upon its exterior attractiveness in competition with dozens of others, especially those of competitors; second, upon the arrangement, typographical appearance and general layout of the inside; the third and most vital requirement is, that the copy be interesting and of such a nature that it appeals directly to the dealer and fills a requirement—whether conscious or unconscious.

There are several methods of gathering data—through the salesmen as they visit each dealer; by direct dictated correspondence; and by making pertinent appeals in the house organ itself.

Under the headings below, I have scheduled some suggestive reminders which will help in furnishing data for a dealer's house organ:

DATA FROM DEALERS. Ask for photos of window shows; for the name of window dresser; for samples of newspaper advertisements for criticism.

DATA FROM WINDOW DRESSERS. Write and ask for photos of window shows and offer to defray expense of taking them; make offers of new printed window cards; offer prize for photo of best window showing your goods.

RETAIL CLERKS. Ask them to write articles on retail salesmanship; how do they sell a "tough" customer; offer prize to clerks sending in largest number of selling points on your goods.

DATA FROM ADVERTISING MANAGERS AND BUYERS. Dictate a special memorandum to your salesmen covering all the above points; in addition coach your salesmen in a weekly letter to be on the lookout for news; make a special

"tickler" for salesmen to carry in grip to remind them of the facts wanted; tell him to note critically what the dealers and jobbers say regarding goods, and before he forgets it write down in a notebook; ask him to notice any alterations in store fronts, increase of floor space, new building to be erected, or any other facts which would compliment the dealer if he saw them in the house organ; furnish salesmen with portfolio of advertisements running in national mediums. Some salesmen have enough snap and progressiveness to carry a small camera; with this they can get photos and send in to the house.

DATA FROM TESTIMONIALS. By dictating letters containing a list of pointed questions and directed to buyers of your goods, especially the larger ones, you can take a long list of valuable testimonials. For instance, your line may be crockery, enamel wares, tinware, sporting goods or such like. You could get statements from hotels, steamers, restaurants, office buildings, from fishermen, sportsmen in general, from dealers themselves. Through dealers you could also get testimonials from the users of the goods, usually from the housewife.

DATA FROM DEMONSTRATIONS. These are generally under the control of the publisher of the house organ, and there is no reason why a large quantity of data cannot be collected; photos of booths, names of demonstrator and salesman with their pictures could be readily got, with an interesting story of the demonstration. If your product is demonstrable in large department stores and you intend to have a series of demonstrations in a good many different cities, it is well to announce the itinerary in advance. Photos of demonstration at fairs, especially in the open, are very valuable; also photos of medals, ribbons, diplomas, certificates of merit, anything in connection with the exhibition or demonstration of the material is very valuable matter as it shows the progressiveness of your concern. If you happen to have a parade at some

celebration, describe it and show a photograph of your "float."

DATA FROM FACTORY. Here the advertising manager receives large quantities of valuable information which if looked upon in the nature of news will give the house organ a pulling power of tremendous force. "The nose for news" is developed by constant questioning each piece of matter that comes into the house. Every new move, every success, every big shipment, every new piece of goods, all become matters of great interest to the news gatherer.

For instance, many factories have visits from dealers and jobbers; names and addresses of these should be carefully listed and a few courteous remarks made in a personal column. If a large carload or shipment is made to some special jobber or dealer, take a photograph of it either inside or outside the car. If it's a trainload so much the better. Make points of your prompt delivery service. Some firms have what they call a "delivery day." That is, they save up their shipments which can be held and then take a photograph of the combined orders. A row of loaded delivery wagons about to leave for the station or different parts of the city makes interesting matter.

NEW GOODS. If you are in a position to make specialties, the house organ is an ideal medium for telling about it. If you are getting out new goods under your own name you will naturally want to announce them to the trade; use the house organ.

SPECIAL NUMBERS. One number could be devoted to dealers giving list of dealers with their addresses and a mite of history. Another number to jobbers. Both of these would contain photographs of heads of firms and other important persons. A demonstration number would be lively reading. This would contain names of dealers or buyers telling of the success of the demonstration. Then there would be special numbers devoted to your various lines of goods. Photographs of the

various departments where these goods are made, non-technical descriptions of them; their uses; profit in handling them and scores of other points could be brought out in these special numbers.

HELPS TO THE DEALER. Besides all this matter on your own business, it is wise to include suggestions which would help the dealer make more money. Suggestive layouts for advertisements and copy; tell him how to make cardboard signs; how to paint his store a distinctive color. Give talks on store management; how to trim windows; short paragraphs on business philosophy, etc.

PREVIOUS PREPARATION. If house organ data is collected as it comes in, and special notes made on the valuable information at the time of its receipt, the editing of a house organ is child's play. A January number ought to be considered in November. The editor should be ahead of it at least two months. He need not prepare the matter but should be on the lookout for data, and when it comes to the actual preparation it will be merely a question of joining it together.

NEW BLOOD IN "UNCLE REMUS'S"

With its June issue *Uncle Remus's Home Magazine* makes an announcement of interest. Frederick Fayram has resigned his position with *The Housekeeper*, of which for many years he was general manager, to become president of the Sunny South Publishing Company and general manager of *Uncle Remus's Home Magazine*.

It is also announced that Julian Harris, for several years editor of *Uncle Remus's Home Magazine*, will remain in that capacity and will co-operate with Mr. Fayram in giving to the South a larger, improved magazine.

W. M. CHAMBERLIN HAS AGENCY

Wm. MacPherson Chamberlin has opened in Detroit, at 71 Griswold street, a general trade and technical journal advertising agency, for the conduct of general promotion departments of manufacturers of machinery, power plant apparatus, mill supplies, etc. William B. Milligan joins him as chief of the copy-writing department.

P. A. Skelton, who has been Eastern representative of *To-Day's Magazine* for the past two years, is now with *The Ladies' World*.

THE WAY TO WIN THE FRIENDLY COOPERATION OF RETAIL MERCHANTS

WE have worked out for one of our clients a way to win the active, friendly cooperation of dealers who handle his goods, using advertising as a lever to produce this effect.

The advertising on this plan is now running in five hundred or more newspapers.

It is a plan whereby the manufacturer invests his money in advertising only after the goods have been ordered by the retailer and only in proportion to the amount of the order and only on condition that the dealer shall give preference to his goods.

This plan, variously modified to suit different manufacturers, has enormous possibilities for a certain number of national advertisers.

We have a few printed portfolios which describe part of this plan and, which, through the courtesy of our client, we will gladly mail to manufacturers who are desirous of advertising or to present national advertisers who do not compete with him.

Naturally, with a house like ours, it is needless to say that requesting this descriptive portfolio does not obligate you in any way to us.

Our organization is made up of men broad minded enough to extend business courtesies without taking undue advantage of them.

M.P. Gould Company

Advertising Agency

31 EAST 22d STREET, NEW YORK

ENTRIES FOR "PRINTERS' INK" CUP CLOSE JULY 15

PRESIDENT DOBBS OF A. A. C. A. NOTIFIES CLUBS, AND URGES GENERAL COMPETITION—EXCELLENT WORK OF COMMITTEE—NEW ENGLAND WILL NOT COMPETE, OUT OF COURTESY TO VISITORS—DES MOINES PRESENT HOLDER

One month and a half in which to file your advertising club's claim for the PRINTERS' INK Cup!

A month and a half in which to demonstrate your club's right to be regarded as the one "which has made the most practical use of its opportunities during the past year."

A month and a half to prove itself the worthy successor of the Des Moines Admen's Club, which has held it the past year—the first year of award.

President Dobbs of the Associated Advertising Clubs of America has appointed the committee to act on the award of the Cup and has fixed as the closing date for entries July 15, which will give ample time for canvassing the evidence and determining the award in time to announce at the Boston Convention in August.

The committee named has taken up the work in a progressive spirit. Considering what is worth doing is worth doing well, it has defined the conditions of the contest with commendable preciseness, and in doing so has made clear how great a benefit will come to the clubs and to the profession generally through the self-analysis and self-improvement which the contest entails and enforces.

It shows plainly that to have a *recognized high water mark of club achievement*, or standard of efficiency, is something worth while.

It is understood that no New England club will compete for the Cup, out of courtesy to their visitors.

President Dobbs' circular letter to the clubs in the A. A. C. A. membership is as follows:

ASSOCIATED ADVERTISING CLUBS OF AMERICA

INDIANAPOLIS, IND., May 22, 1911.

Dear Sir:—

I have to-day appointed the following gentlemen to act as judges in the matter of the award of the PRINTERS' INK Cup:

Mr. Geo. B. Gallup, Chairman, Boston, Mass.

Mr. Frederick W. Aldred, Providence, R. I.

Mr. W. M. Fairbanks, Lowell, Mass.

The only conditions made by the donors of this cup were that it should go to the club "which made the most practical use of its opportunities during the past year."

The committee will interpret this to mean the club presenting documentary evidence showing that it has performed the most effective and progressive work in the interest of the cause of advertising as a whole.

The closing date for entries will be July 15, 1911. They must be in the form of typewritten statements, signed by the president and secretary of the Club, and must be forwarded to Secretary P. S. Florea, Indianapolis, Ind., so as to be in his hands not later than the date named.

The presentation of the cup will be made by the president of your Association from the platform at one of the earlier sessions of the Boston Convention. The president of the winning club will be expected to make a suitable response.

I hope that there may be a general competition for this cup, and to that end you are requested to read this communication at the next meeting of your club in order that a vote may be taken as to whether you will make an entry.

You will observe that no club under the conditions of the offer is barred out by reason of its size, but that it is in every sense an open competition.

The tendency of such an award is to elevate and dignify the work of this Association and will have the further desirable result of making the work of each club presenting an entry a part of

the permanent record of the convention.

I trust that in this friendly competition we may have the hearty co-operation of the majority of the clubs in the Association. Very truly yours,

S. C. DOBBS,

Pres. A. A. C. of A.

The committee met soon after appointment and subsequently embodied its opinions in this summary:

The Committee on the Awarding of the PRINTERS' INK Cup finds that the only conditions made by the donors are:

That it shall be awarded to the club which makes the most practical use of its opportunities as an advertising club during the convention year closing August 1, 1911.

As much for the benefit of the competing clubs as for its own need in making a wise and just award, the committee has decided that the word "opportunities" in these conditions must be defined as including these four lines of achievement:

1. Benefiting the science, art, and ethics, of advertising.
2. Increasing the size, prestige, and influence, of the club.
3. Inspiring and developing the powers and efficiency of the individual members.
4. Promoting and improving the community, along commercial economic and social lines.

Inasmuch as the standards of possible achievement for each club depend upon local conditions, absolutely alike in no two clubs or communities, the committee insists that each competing club, in submitting documentary evidence, states explicitly for each line of achievement—first, the conditions at the beginning; and, second, the conditions at the end of the Convention year.

Committee:

GEORGE B. GALLUP, Vice President, Pilgrim Publicity Association, Boston, Mass.

FREDERICK W. ALDRED, Chief Crier, Providence Town Criers, Providence, R. I.

WILLIAM M. FAIRBANKS, Ex-Vice-President, Pilgrim Publicity Association, Boston, Mass.



A large manufacturer, who has spent hundreds of thousands of dollars in advertising his product, stated a few days ago that his business has shown a most unusual increase during the past nine months, and that the increase was entirely due to the fact that last fall he began using space in several publications whose circulations are confined exclusively to the smaller towns and villages throughout the country, a field he had previously neglected to cultivate.

He said that in the first three months of his departure, the way the orders came in from dealers in small towns was simply surprising, and he felt he had lost considerable money during the years in which he had passed up this territory, by using magazines and other mediums of general publicity, with circulations confined to the large cities and metropolitan centres.

THE UTICA



is one of the strongest of the small town mediums. Its circulation of 140,000 copies each week is concentrated among the smaller towns and villages of interior New York, New England and adjacent states—every copy reaching a home—the kind of circulation most sought after by the majority of general advertisers.

Think this over carefully, and probably you will wake up to the fact that you can use THE SATURDAY GLOBE with profit. We can surely satisfy you on this point, if you will give us an opportunity—that is, an interview, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

The Homes of Four powerful in trade centers of the



The Washington Times

WASHINGTON presents a fertile field for the advertiser, since the complexities of its life and the fact that it draws its population from the entire country make it possible to conduct, in a limited way, a campaign of national influence through big space in a community.

The per capita wealth of Washington is \$1300. The average for the country is about \$650. The individual of the Capital has double the purchasing power of the average wage-earner in all other sections of the country.

Since January 1, THE WASHINGTON TIMES has gained 6910 in daily circulation. Its daily average for the past month was in excess of 47,000, the largest net circulation the paper has ever had.

THE TIMES has won an enviable reputation in Washington for its fearless independence. It has championed the cause of thousands of Government employees in demanding increased pay and in opposing a longer working day.

The attitude of THE TIMES toward the merchants of the city long ago won for it their hearty support. Its liberal policy in the matter of illustrations, display type, etc., was a revelation in local advertising circles, and it is small wonder that a vote of Washington advertisers to-day would result in one verdict:

"Use THE TIMES!"

Write for rates, trade-aid particulars, etc.

The Baltimore News

NO advertiser is asked to accept THE BALTIMORE NEWS on faith alone.

By the most perfect system of circulation control in the country, THE NEWS can show the advertiser of inquiring mind—

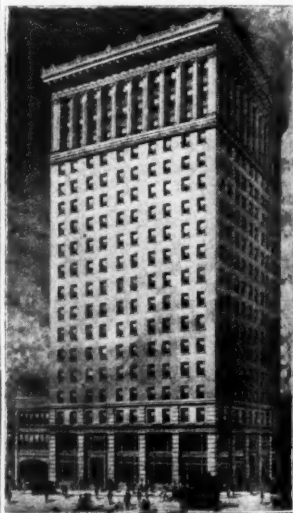
A card-index record of every English-speaking home in Baltimore, and the newspapers received by these homes;

A record of 64,000 homes that receive THE NEWS every day—equal to the home delivery (as proved by record) of any other two papers in the city;

A total net daily circulation approximating 75,000 copies.

It is due to this system, assuring absolute accuracy in circulation information, that the NEWS carries 66⅔% more advertising in its daily issues than any other paper in the city.

It is used exclusively by more than eighty local advertisers—merchants who use no other medium. THE NEWS carries 90% of all advertising accounts placed in Baltimore, and 50% of these appear exclusively in its columns.



The Munsey Newspaper

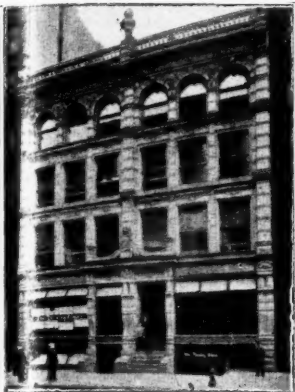
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newspapers
East, reaching

300,000 daily



The Evening Times
OF PHILADELPHIA

IN THE EVENING TIMES of Philadelphia, the advertiser has a newspaper of sterling worth, built to cover a well-defined clientele in the third largest city of America.

In making a paper for the "City of Homes," the uppermost thought has been to produce an evening paper for the household, and in accomplishing this, the news stories that interest women, and special information for the home, have always played a predominant part in the paper's editorial program.

Three of the largest department-stores are daily represented in THE TIMES—one with a page, one with five columns, one with four columns.

THE TIMES sold high-priced pianos for a manufacturer who had used other long-established newspapers unsuccessfully, and used THE TIMES under the protest that it "could never pay" him. He is still in THE TIMES.

The fastest-growing confectioner in the city uses THE TIMES exclusively, and on the strength of this one medium is building up an immensely profitable business.

THE TIMES is a preferred automobile medium, and has the support of local automobile dealers, who are fully informed on local conditions.

One general advertiser who used a 400-line advertisement twice, with a coupon, received 637 direct replies by mail.

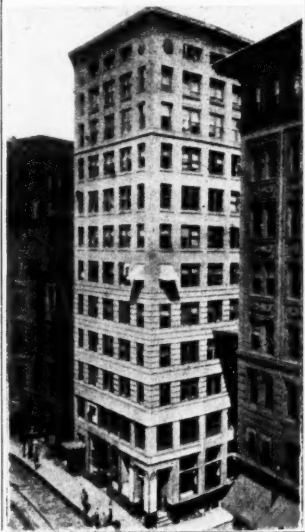
The Boston Journal

HERE are some interesting statistics about Boston—from the advertiser's standpoint.

Within quick trolley reach of Beacon Hill are 1,500,000 people. A dozen prosperous cities, with separate municipal governments, are separated from Boston only by imaginary lines. Their population reaches Boston by means of Boston trolley-cars, and they read Boston newspapers.

THE BOSTON JOURNAL is read every morning in the worth-reaching homes of this district. For 78 years THE JOURNAL has exerted a powerful influence throughout New England. Only one other New England newspaper has a morning circulation in excess of THE JOURNAL'S.

Built on the constructive policy of the HOUSE OF MUNSEY; carrying the weekly financial review of The Munsey representative in Wall Street, John Grant Dater; established by virtue of its long and conscientious service as the HOME paper of the buying class of Greater Boston—THE JOURNAL is a power to be reckoned with in America's richest industrial field.



75 Fifth Avenue, New York City

THE RIGHT START FOR AN EXPORT CAMPAIGN

BEGIN SMALL AND DEVELOP GRADUALLY—CHOOSING THE COUNTRY FOR THE FIRST TRIAL—VARIETY OF ADVERTISING CONDITIONS—STRIPPING THE MYSTERY FROM THE PROCESS OF EXPORT DEVELOPMENT—INDIA AND RUSSIA AS FUTURE MARKETS—ENGLISH EXPERT IN INTERVIEW GIVES PRACTICAL ADVICE

By Hugh Evan Smith,

Advertising Director, John Haddon & Co., London, England, and J. Roland Kay Co., Chicago.

I have no hesitation in saying that ninety per cent of American manufacturers find themselves hopelessly in the dark, when they arrive at the point of wishing to develop a good export business.

I have known manufacturers to do the most unaccountable things when attempting to develop export trade—to adopt measures for selling their goods in Japan or Australia or where not, which they would angrily have vetoed if proposed for application in the home market. The example of one large manufacturer will suffice. He had been casting sheep's eyes at the possibilities outside of the United States for a year or two. He determined to act. He recalled the name of a certain export agent and without prolonged parley gave him the rights to care for his export trade for *five years in all the world south of the Equator!* He gambled courageously but, as the event proved, unwisely in thus trusting all to one untried concern. The agent, protected by the contract, dawdled along without making any particularly serious effort to develop the selling in a thoroughly organized manner. Only a few countries were approached. In the other rich markets the manufacturer had no representation and, what was more, he could not take steps to secure such representation till the contract had dragged out its period. By that time a competitor had boldly and intelligently invaded the south Equatorial countries.

THE START

How shall an American manufacturer, who wishes to branch out in other countries, make a beginning? In general, a manufacturer should ask himself to what countries his product is especially suited. You can't pick out a spot on the map and fire away at it regardless. Ascertain the conditions. Suppose he is making a road machine. In some parts of South America it would be folly to attempt to sell them, because good roads are concepts for the future. But in South Africa, where good roads are being actively pressed, the market is promising.

A manufacturer's own order books are almost sure to give him what Americans term a "tip" as to where he can first profitably direct his efforts. Always some countries contribute orders spontaneously. Such orders are reasonably accurate signs that the demand may be pressed in those countries.

You can't take the whole world at once. A wise manufacturer will start in a moderately small way and develop "territorially." He can thus repair his mistakes without incurring disaster. So I say, try out a proposition abroad on a moderate scale. Be even more conservative in pushing foreign trade than you are at home. If you have your eye on South America or Australia, spend say from \$10,000 to \$15,000 a year in advertising and allied developmental work. Do this for three or four years without expecting too much. In the fourth year a wisely outlined export campaign may be expected to produce a little profit, and the fifth and sixth years will see the tide begin to turn strongly. A man must keep at it, shrewdly changing if necessary, but keep at it! I have found it to be the one great fact of world advertising and selling, that the same fundamental methods are effective everywhere.

I would strongly advise that where possible the manufacturer dispatch a reliable man to examine conditions of merchandising in the country in which he

hopes to obtain a foothold. Such a matter as the tariff, for instance, is important. Some foreign tariff schedules are masterpieces of puzzle work. I recall how a manufacturer of saddles, wishing to get into Argentina, resorted to the official tariff sheets. He looked vainly under the heads Saddles, Leather, Harness and finally Saddlery. As the article was not listed under these classifications, he concluded that no tariff was imposed. Chancing, however, to look under *Chairs*, he found saddles there classified, and subject to a duty, which caused a pricing of the articles accordingly.

It is well to know also that tariffs are levied frequently upon the component parts of a product. If there is rubber or steel used in the making of the saddle for instance, this is, in some countries, made to pay its particular duty.

BEST AD FEATURE HELPS HIM

SACRAMENTO VALLEY COLONIZATION COMPANY.

SACRAMENTO, CAL., May 23, 1911.

Editor of PRINTERS' INK:

I beg to thank you for the aid that the criticisms on "The Best Ad of the Month" in the May 11 number have been to me. I think that to a man in my position this is of more value than anything I have found in your valuable magazine for many months.

I am not an advertising man in the present accepted sense of the word, but am in charge of all the advertising for our firm, who are dealing in California lands—besides getting up most of the literature and having a number of other duties to perform which fully occupy my time. I like to get hold of new ideas in advertising, and for that reason subscribe to a number of magazines, but none have given me the help and assistance that PRINTERS' INK has.

A. A. MARTIN.

ADVERTISE CITY FOR SUMMER

The St. Joseph, Mich., Improvement Association is raising a fund to advertise that place as a summer resort. The Pere Marquette Railroad has offered to contribute a dollar for every dollar raised. The plan is to use large space for a period of six or eight weeks in the leading newspapers in Chicago, St. Louis, Kansas City, Indianapolis, Cincinnati and Southern cities.

Mr. Frank J. Reynolds is now with the Tomer Advertising Agency, Old South Building, Boston, and is handling several new newspaper accounts.

Taste

The make-up,
illustration,
typography and
manner of *The
Woman's Home
Companion*
are designed
to appeal to
women of taste.
Therefore,
it attracts
women of taste.

THE SUGGESTION VALUE OF ILLUSTRATIONS

AN ILLUSTRATION THAT GIVES YOU THE SHIVERS CAN'T BE EXPECTED TO LEAD TO A CONTENTED PURCHASE—PICTURE SHOULD ASSOCIATE THE ARTICLE WITH PLEASURABLE USE

By John G. Keplinger,

Formerly Chief Correspondent, National Cloak & Suit Company, New York.

Which is the more important in an advertisement—the illustration or the copy? A picture may attract our attention and interest us but the illustration itself does not satisfy for the simple reason that our imaginative powers are not sufficiently developed to grasp the meaning of it. On the other hand the advertisement can be effective without the illustration but its effectiveness will often be enhanced by an illustration of the right kind.

In commercial literature descriptions mean very little to, and often confuse, the average reader. The more detailed the description the greater the confusion. For that reason the illustration is needed. A picture of an article, a suggestion of its use or an important feature of it brings the mind to a focus; a clear-cut impression is made and with the form thus clearly outlined the details of the description fall more or less easily into their proper order.

In advertising, however, these two important factors are not always handled with equal skill. Quite often the one offsets the good effect of the other. The greatest damage is caused by the misuse of the illustra-

tive factor because the average reader will not notice a defect in the description or copy, but a fault or adverse suggestion in an illustration is felt rather than observed.

If a picture produces an agreeable impression and stimulates action such as the advertiser desires, the suggestion value of the illustration is a positive one. If the picture produces a disagreeable impression and induces contrary action, the suggestion value of it is a negative one.

As an example of this negative kind of illustration see the half-page advertisement of the Borden Condensed Milk Company in the May 1st issue of the *Ladies' Home Journal*. Does this advertisement create a pleasant or an unpleasant sensation? We will agree that the former is desired. But look

(Continued on page 44)



"Saves Miles of Steps for Tired Feet"

Every Woman Falls in Love With the Hoosier

Seven out of ten shall the order of Hoosier Kitchen Cabinets are made on the recommendation of satisfied users. We know this from actual reports of thousands of Hoosier Agents. Every owner of a Hoosier shows her friends the cabinet and tells what a blessed step saver and work saver it is.

There are now 400,000 owners of Hoosier Kitchen Cabinets. Nearly half of all the owners of Kitchen Cabinets in the United States have Hoosiers.

Think of the relief from kitchen drudgery the Hoosier Kitchen Cabinet brings.

In one spot all kitchen work the Hoosier places before you immediately at all the kitchen materials and utensils.

It Saves You Millions of Steps To and From the Pantry and Kitchen Table.

It saves you from reaching up to high shelves. It saves you from the back-breaking strain of bending over bins and barrels. A simple step down comfortably and do the work in one-half the time it now takes.

Hoosier Kitchen Cabinet

Give your mother's your mother's any body else ever thought of getting into a cabinet.

ILLUSTRATION WITH A PLEASING SUGGESTION

BORDEN'S EAGLE BRAND CONDENSED MILK
THE ORIGINAL
and World's Standard
for all
Purposes where a high grade Condensed Milk is desired
Borden's - Leaders of Quality
Est. 1857

Read for Baby's Health the Best of the Purest

Read for Baby's Health the Best of the Purest

WILL THE EAGLE GET THE BABY?

Siccing a Dog on a Customer at the Door Never Did Inspire Confidence or Create Trade

A periodical which in its editorial columns knocks business, muck-rakes national institutions, indicts the store-keeper and the manufacturer and inspires a general disbelief in the honor and integrity of our business men—cannot be expected by these same business men and manufacturers to inspire its readers with confidence in their advertisements.

Exaggerated statements and perverted facts in one column suggest fraud advertising in another column—and will continue so to do as long as the human mind remains susceptible to suggestion.

A publication that supports our institutions and expresses faith in the inherent honesty

and right-dealing of our business men inspires support and patronage.

LESLIE'S WEEKLY exerts through its progressive and constructive editorial policy a mighty buying influence in favor of the advertisers in its pages.

Are not these facts, and a guarantee of over 325,000 circulation, worth considering in making up your new list of advertising mediums?

CUT COUPON ALONG THIS LINE

Leslie's ILLUSTRATED WEEKLY

ALLAN C. HOFFMAN,
Advertising Manager,
225 Fifth Avenue, New York

or

CHARLES B. NICHOLS,
Western Manager,
Marquette Building, Chicago

Please give me full in- } Mail
formation by } Representative
about the NEW LESLIE'S.

Name
Address
.....



What the Dealer Wants

The dealer is interested in the advertising that benefits his own sales. That is what he wants.

Through the advertising columns of the

Sunday Magazine

of the

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New York Tribune
Boston Post

Washington Star
Minneapolis Journal
Rocky Mountain News
Buffalo Courier
Detroit News-Tribune
Baltimore Sun

many of the largest and most important manufacturers in the country are conducting vigorous advertising campaigns to make sales for their dealers.

Their advertisements are going into the homes from which the dealer's trade comes—the homes of his own section—they are talking directly to the members of these homes—selling goods for the dealer.

The Associated Sunday Magazines make no pretense of interesting every dealer in the country, but they can and do interest more vitally and more thoroughly the dealers within their concentrated zone of twenty-six states than those publications which veneer the whole country.



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Concentrated Area



Inside the black line is the richest, most populous part of this country—and the most business.

This is the territory where practically our entire circulation is concentrated. It saturates the district inside this black line and is the biggest individual advertising power in that territory.

More Than 1,300,000 Copies Each Week

The Associated Sunday Magazines

issued every week co-operatively and simultaneously by, and as a part of, the Sunday editions of the

Chicago Record-Herald
St. Louis Republic
Philadelphia Press
Pittsburgh Post
New York Tribune
Boston Post

Washington Star
Minneapolis Journal
Rocky Mountain News
Buffalo Courier
Detroit News-Tribune
Baltimore Sun

1 MADISON AVE.,
NEW YORK

RECORD-HERALD BLDG.,
CHICAGO





THE SPEEDWELL

A pleasure car—in the truest sense

So perfect is Speedwell design—so excellent is the workmanship on the car—that the pleasures of motoring are brought up to the highest degree. Speedwell owners travel in a car that is supremely comfortable to ride in. Tours are never marred by mechanical difficulties.

Nothing short of a violent accident can put this car out of commission.

Another instance of Speedwell sturdiness

A few weeks ago we recounted the happy adventures of a car that, in the darkness of a night tour, plunged into a deep ditch and came away practically unharmed. This was not an isolated case—we can recount many more equally "fortunate" accidents of which the following is one:

A party of five, in a Speedwell car, traveling over a road slick from continued rains, skidded in crossing a small bridge and upset into the creek below. To quote the owner—
"Outside of a few scratches none was hurt, although we all got

MAKING INJUDICIOUS USE OF A BAD ACCIDENT—READER APT TO GET DIFFERENT SUGGESTION THAN THE ONE INTENDED

at the illustration. Isn't your first impression one of concern for the chubby baby in the upper corner? Don't your eyes involuntarily focus themselves on the eye, the beak and talons of the fierce-looking eagle? Can't you feel your flesh creep as you note that these same talons have already struck on both sides of the baby's head and have torn the pillow? What do you suppose the suggestion value of this illustration is on the minds of myriads of highly organized, sensitive and nervous mothers? The suggestion value of this picture would be great in a Dupont powder or a Winchester rifle advertisement, but from a common-sense advertising view-point the harmless looking creature shown on the can at the bottom of the advertisement would be a far more

valuable one for the Borden Company.

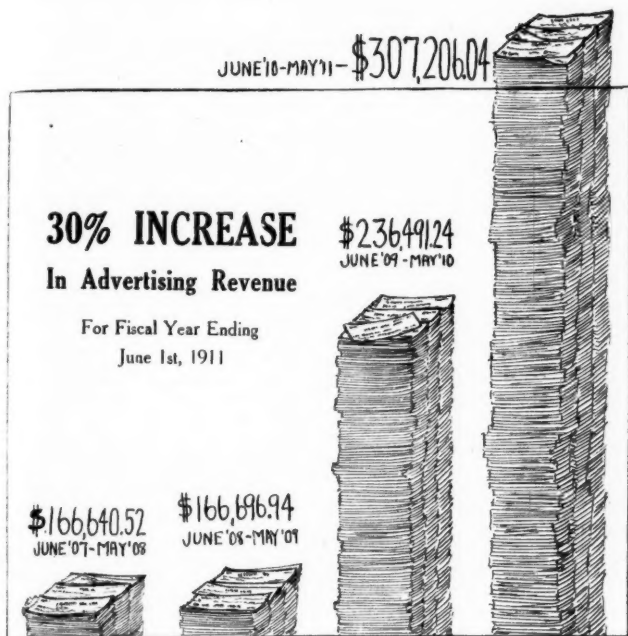
Another illustration which conveys a misleading impression is that used in the Rockford Watch Company's advertisement which recently appeared in the *Jeweler's Circular*. This company wishes to impress jewelers with the fact that railroad men should use Rockford watches in preference to all others. But see how they go about doing this. They show a picture of a railroad superintendent sitting at his desk and ordering an engineer to exchange his watch for the Rockford, to which the superintendent is pointing. Compare the faces of the two men. Which man's features and expression impress you most favorably? The engineer has implicit faith in the timekeeping qualities of his watch and is loath to give it up. Why should he? He never had an accident—see his locomotive through the open window. Besides, his watch cost him a considerable sum of money and this may be another reason why he so plainly resents the superintendent's demand that he exchange the watch lying on the drawboard of the desk for the cheap-looking Rockford. On the other hand he may think watches, like advertise-



A DEALER AD WITH A POOR SUGGESTION VALUE

ments, are of two kinds and that he had better hold to the one that has proved its quality.

(Continued on page 46)



The Christian Herald makes this announcement and explains that it is because discriminating advertisers are beginning to realize that the 300,000 subscribers to the Christian Herald are more responsive to advertising in the Christian Herald than to the same advertising elsewhere.

They also realize that these very 300,000 Christian Herald homes are distinctly worth reaching and that they cannot be sure of reaching them except through the Christian Herald.

This illustration is a very poor one for the Rockford Watch because its suggestion value is worse than negative.

The Speedwell automobile manufacturers fall into the same rut. First, we are shown an illustration of one of their cars which has been run into a ditch because the driver mistook the ditch for a shadow. In another advertisement we find an illustration showing a Speedwell lying on its side in a creek and learn that this is not an isolated case as there are many more such "fortunate" accidents to which this car has been subjected.

The suggestion value of this series of pictures is decidedly negative for the average automobile buyer does not care for a car with a reputation for accidents—fortunate or otherwise.

Now compare the foregoing advertisement with that of the Hoozier Kitchen Cabinet. We go from one extreme to the other. See how the illustration which heads this advertisement interests, pleases and invites the reader to go into the details given in the copy. In this case the copy supplements the illustration and the effect of both is harmonious and the suggestion value very positive.

FORBIDS OMNIBUS ADS

No advertisement signs will adorn the outside of the omnibuses on Fifth avenue, New York, hereafter, the Supreme Court of the United States having upheld the constitutionality of the city ordinance which prohibits "any advertising truck, van or wagon being operated or driven in the streets of the borough of Manhattan" under penalty of a fine of \$10.

The company was making \$10,000 a year by letting space on its stages.

The state supreme court justice who refused an injunction in the first place found that the offense was not mitigated by the character of the signs which were painted in startling colors with no thought of artistic effect.

The New England Circulators, at their last meeting held in Boston, unanimously elected Dan. Maloney, of the *Post*, secretary of the association for one year.

The *College World* has taken over the subscription list of the *Western Intercollegiate Magazine*.

A "SCAREHEAD" LETTER-HEAD

Putting selling thought into the letterhead has another advocate and exemplar in the Northwestern Mutual Life Insurance Company, which takes up three-quarters of the first page of a four-page letter to prospects with some impressive figures from its annual statement. The curiosity-provoking two lines at the bottom of the

From the Annual Statement of January 1, 1911

\$1,080,139,708

(Assets in Cash)

\$329,493,360.47

(Real Estate in Possession)

\$32,869,899.39

(Paid to Policyholders)

\$273,813,036.55

(Assets, January 1, 1911)

\$12,750,000

(Under Agreement to Surrender and Assign Certain Policies, Expired in 1911)

\$6,089,878.08

(Unassigned Profits, Surplus, January 1, 1911)

The Northwestern Mutual Life Insurance Company

John J. D. Stewart

President of the Northwestern Mutual Life Insurance Company

General Secretary, 100 Broadway, New York City

Chicago Office, 100 Broadway, New York City

May 10th, 1911.

Mr. J. Irving Sumner,

10 W. State St., City.

Dear Sir:

This office is especially desirous of securing the beneficial effect of your influence in connection with a very necessary

page actually force one to turn the page and be confronted with an astute reference to the increasing cost of living and the bearing it has on our personal fortunes. It evidently is a special letter, but the idea is there.

TRANSLATING THE PRINTER

When we read in the "Glossary of Terms Typographical, with the Appendix Removed," that "blasphemy is an easy method of using hard words," that a bookbinder is an "insomniac who wrinkles the sheets," and that a printer's promise, technically, is a "reckless prophecy which may or may not come true, depending upon whether it does or not," we are rather grateful, after all, for the experience which looks rather better in retrospect and enables us to appreciate the essential accuracy of the reflections of the author-benefactor, Platt Young, sales manager of the typographic division of the American Banknote Company.

"FARMERS' VOICE" REORGANIZED

A new corporation under the name of Farmers Publishing Company has been formed to publish the *Farmers' Voice*, with Harry C. Maley, of Chicago, as president; Eugene D. Funk, of Shirley, Ill., as vice-president; George A. Hunt, of Woodstock, Ill., treasurer; and Arthur J. Bill, of Bloomington, Ill., as secretary. These four and A. P. Grount, of Winchester, Ill., J. B. Burrows, of Decatur, Ill., and John J. Condon, of Bloomington, Ill., are the directors. The active management will be under the direction of an executive committee of three, Mr. Funk being chairman.

This company has bought the *Farmers' Voice* from the Farmers' Voice Publishing Company, and will move the publication to Bloomington, Ill.

The members of the new company are identified with practical farming and the extension of agricultural education.

Mr. Maley has been actively engaged in the publishing business for the last fifteen years and for the last four years has been president of the Farmers' Voice Publishing Company.

Mr. Bill, the editor-in-chief, is widely known as an agricultural writer. He has been associated with State Farmers Institute work, and was for several years its press representative.

The management of the *Farmers' Voice* maintains an advisory board represented by some of the most up-to-date farmers in practically every county in Illinois. There are at present 164 members, and it is proposed to enlarge it. Each of these members forms a nucleus in his own community for maintaining interest in the work being done by the farmer.

HEARST SUES COLLIER

William R. Hearst, of New York, has brought suit against Robert J. Collier for \$500,000 because of an article published June 2 in *Collier's Weekly*, in which it was charged that "a thousand dollars would buy indirectly an editorial by Arthur Brisbane." The cover of the weekly contains a portrait of Mr. Hearst upon a yellow background.

"I had practically invited such a suit," said Mr. Collier, "and my only anxiety is that it shall be brought to trial. I have no idea, however, that it will. In fact, I am quite positive that it will not."

The complainant charges that the attack in the weekly was maliciously made, with the deliberate intention to injure the plaintiff because of the latter's refusal to settle a claim made by the Colliers for \$15,767 for alleged breach of contract.

The Morgan Motor Truck Company, Worcester, Mass., at a meeting of its board of directors, June 2, appropriated \$25,000 to be expended in advertising in *Life*, *Saturday Evening Post*, *Collier's* and *Harper's Weekly*.

Nebraska's Crop Report Weekly

DO YOU WANT IT?

To any one sufficiently interested to ask for it, we will gladly furnish a weekly weather and crop report for Nebraska. This report will give the amount of rainfall in various parts of the state and a review of crop conditions.

This is the only source from which such a report can be obtained for Nebraska. We guarantee the authenticity of this report, and don't forget YOU GET IT EVERY WEEK.

The

Nebraska Farmer Desk Calendar

DO YOU WANT IT?

At a very considerable expense of time and money we are preparing a beautiful desk calendar for advertisers.

Besides being an article of beauty this calendar is designed to be of value to the advertiser. It tells about NEBRASKA—its seasons, its principal crops, when the various crops are planted and harvested, how and when the land is prepared for various crops, etc.

This calendar will be sent ONLY to those WHO ASK FOR IT.

Ask us about Nebraska

NEBRASKA FARMER LINCOLN, NEB.

Under the editorial and business management of S. R. McKELVIE.

Member of



N. Y. Office Fifth Ave. Bldg.
S. E. Leith, Mgr.
Chicago Office Steger Bldg.
F. A. Dennison, Mgr.

THE AMERICAN SUNDAY

**first issue in tabloid form,
with circulation in excess**

is the evolution of an intense desire to meet all the requirements of National advertisers by placing at their disposal a publication so edited as to have distinct individuality and excellence, dressed typographically and so perfectly printed as to please the artistic sense, with a guaranteed circulation equal to or greater than that of any other publication, and such circulation so distributed as to give the advertiser and his products a forceful introduction into more homes at less cost than he can possibly get through any other agency.

A big statement, yes—but a truthful one.

We base it on the medium as it **will be**, and on facts gleaned from a fruitful experience among National Advertisers, and with a keen appreciation that these same advertisers are exceedingly critical in their analysis of the worth of any publication soliciting their business.

And we want you Advertisers and Advertising Agents to be the "Gentlemen from Missouri"—because **we have "the goods."**

We will prove it to you by the most direct and most emphatic evidence you can possibly desire. You have established precedents on which you base the **value** of a publication as an advertising medium. State your precedent and your rule of procedure and we will **prove our worth.**

ASK FOR OTHER C

AMERICAN SUNDAY MO

23-25 EAST 26th STREET, NEW YORK

SUNDAY (Monthly) MAGAZINE

id form, Sunday, October 1,
excess of 2,000,000 copies,

We have bought this banner position in this Magazine Number of Printers' Ink, believing that within its covers will be printed the announcements of the **leading standard** publications, carrying the business of most of you National Advertisers.

These Magazines have sold you space at a price based on merit. They have continued month after month to carry your business because they **had merit**, else you're more philanthropic than the writer has ever discovered you to be.

Now, if the American Sunday (Monthly) Magazine **can't prove up** to the standard you set for the initial investment in advertising space in any Magazine whose announcement appears herein (or otherwise), **we don't want or expect your business.**

But we do want to and can **prove up**.

For instance, the leading Weekly of the country quotes in New York state a circulation of 164,948, of which 107,091 is within the confines of New York City, leaving a balance of 141,079 up-state.

The American Sunday (Monthly) Magazine will give you a circulation of more than 300,000 in City, leaving a balance of 141,079 up-state.

American Sunday (Monthly) Magazine is distributed the first Sunday of each month with the New York American, Boston American, Chicago Examiner, and the second Sunday of each month with the San Francisco Examiner and Los Angeles Examiner.

OTHER COMPARISONS

AY (MONTHLY) MAGAZINE

511 SECURITY BUILDING, CHICAGO, ILL.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO

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THE GREATEST ADVERTISING PROPOSITION ON EARTH IS THE GOSPEL

PRACTICAL ILLUSTRATION OF POSSIBILITIES OF MODERN METHODS OF PUBLICITY IN CONNECTION WITH THE CHURCH SHOWN BY THEODORE S. FETTINGER OF NEWARK, N. J.

"The greatest advertising proposition on earth to-day is the Gospel," says Theodore S. Fettinger. Mr. Fettinger is advertising manager of the big Hahne & Company department store in Newark, N. J. Deeply interested in the Church, he has felt for a long time that the methods heretofore employed to interest people in it were cumbrous, roundabout and ineffective.

By way of making his point and helping to crystallize the fast advancing sentiment in favor of more effective advertising for the Church, Mr. Fettinger recently prepared and had inserted in the Newark News three display advertisements embodying his ideas. The object was not so much to obtain a large church attendance on the following Sunday, because the advertisements were run only once, but rather to show how a display advertisement of that sort would look in the paper.

This practical treatment of the problem is indicative of what may be done. It is undeniable, as Mr. Fettinger has pointed out, that the Church is in a very strong position with regard to advertising possibilities. Probably no man who has looked into both fields has been able to go so far in analyzing the situation as has Mr. Fettinger, and what he says has weight. In a recent speech before the Roseville Methodist Church, Newark, he declared:

There are certain unmistakable evidences that the Church, especially in America, is undergoing a great change; that from a condition closely approaching stagnation it is awakening to the perils which for a time threatened it and is taking on new life and assuming an attitude of aggressiveness which is going to carry it forward by leaps and

bounds until it takes its rightful place in the affairs of the men of to-day, in waging war for better things.

It appears to many who view the situation in an unprejudiced light that the Church is coming down from the skies to the earth and concerning itself more about the welfare of men on earth to-day and their lives here than about their lives hereafter. In other words, the Church is modernizing itself, and, as it becomes modern, it adopts modern methods to make it useful and to lead it to success.

The organization of men's and women's Christian associations, the Society of Christian Endeavor, and latterly the Men's Clubs, has been a great factor in rejuvenating the Church, saving it from the retrogression that at one time seemed to threaten it; and now a great religious crusade is being planned to be known as the "Men and Religion Forward Movement," to embrace all churches. It is said that this movement is to be carried out in the most aggressive manner, employing experts in Bible teaching, evangelism, and social service, and supporting their work and popularizing it by advertising on billboards, in newspapers, and in making use of other schemes of publicity.

This growth of the organized Church toward organized publicity has doubtless been not a little helped by Mr. Fettinger's own ef-

"Suffer the little children to come unto me,
and forbid them not; for of such is the kingdom of heaven."

Children

In the Home
In the School
In the Factory

The chief concern of some of the deepest thinkers of modern times is humanity in the making—the little children and what is best for their development into real men and women.

You may learn a great deal about what is being done for and with children if you'll attend the morning service at the

Roseville Methodist Church
Sunday, March 19th, 11 A. M.

Rev. Dorr Frank Dieffendorf will deliver the sermon, which will be preceded and followed by inspiring music, both on the organ and by the excellent choir.

In the evening Rev. Dieffendorf will have for his topic "Rich Men," an always absorbing subject.

Seats are free and you are welcome.

Roseville Methodist Church is at Burghage Place and Orange Street, one block above Roseville Avenue. People living in the heart of the city may reach it easily on the Roseville car—and the sermon will be worth the trip.

forts. The sentiment has, of course, been a long time gathering force but it had only begun to reach a point of noticeable pressure within a year or two, since which time it has been more and more expressed. About a year ago Mr. Fettinger delivered an address in another church in Newark in which he contended that the Church might popularize itself immensely by great public celebrations and demonstrations

on religious holidays, that Easter and Thanksgiving and Christmas could be made the occasions for elaborate public celebrations which would attract the attention of the entire community, and that a spectacle might be presented, and a show of numbers made that would impress every non-churchman in such a way that he would be led to join with this great effort for the betterment of mankind. He said:

If the Easter parade, instead of being merely a show of finery, were the most glorious public processional the world could witness, with men, women and children in gorgeous raiment of historical significance, with cavalades of horsemen and maybe charioteers, with the music of hands and the hosannas of great combined choirs, with banners and flags waving, with symbolic floats, would it not intensely interest all humanity—would it not draw them into line with the one great purpose of the church—would it not compel them to respect the power back of such a display of strength and beauty? Would not the Church appear in quite another light to the people of the present day?

These and other suggestions of Mr. Fettinger have been copied in the press far and wide, and have been seriously commented upon, a fact which makes his recent words of practical interest.

A church, however, does not have to wait for all this development in order to declare itself, he says:

If a church has a good preacher, a good choir, and a beautiful house of worship, it has the basis of a first-class advertising proposition. These, together with its purposes, form a strong argument for any one who essays to write an advertisement for the church, and there is no doubt that if such argument were presented in print in proper manner the church so advertised would benefit immensely in attendance.

Even a church with a commonplace

preacher and an ordinary choir can attract patronage, if you may call it such, by advertising it, as other things are advertised, in a way that will appeal to the people and the community in which it is located.

There has been a prejudice against advertising in any other than the stereotyped church notice style, and not without reason, and many still regard it with more or less derision. Many have looked upon the men who write the advertising as clever people whose chief accomplishment is skill in juggling with the truth.

It is admitted that there has been and is a lot of bad advertising, just as there has been and is a lot of bad preaching, and many poorly conducted churches; just as there are bunglers in law and in medicine. But every

same man in the advertising business to-day recognizes the necessity of talking truthfully and with common sense to the intelligent masses that now predominate in our communities.

There is a deal more honest than there is dishonest advertising, and the dignity of the profession has been elevated to take rank with that of other branches of literature.

The medical profession, like the Church, still taboos advertising of the kind that is paid for, and especially what is known as "dis-

play" advertising. They hide their lights under a bushel.

Maybe the doctors can afford it, for folks must go to them, or think they must, whether they advertise or not. But can the Church afford to hide its light?

We bring to the relief of humanity and promote their use through advertising, fast trains, fast boats, automobiles, labor-saving machinery, and utensils, electric ironers, bread-makers, food-choppers, fireless cookers, safety razors, noiseless guns, predigested foods, seedless fruits, health resorts and sanitariums; give people snow baths and mud baths and urge them to drink nauseating waters—all things that come have their day and pass away—all for the body's sake.

But here is the Church with a proposition to save to you the greatest thing, the one thing vital—the one thing offered you for an eternity—the everlasting soul, beside which all other interests pale into insignificance.

Here is presented the grandest advertising opportunity in the world—a proposition no man can ignore when properly presented.

"For what shall it profit a man, if he gain the whole world and lose his own soul."

PROFITS

What Are They?
How Do You Make Yours?
What Do You Do With Them?

Mooted questions, these—questions on every tongue, questions men are asking one another. These questions will be discussed in vigorous fashion.

By Rev. John J. Moment
High Street Presbyterian Church
To-morrow, Sunday Evening, at 7:45

Come—a glad hand for all. Seats are free.

Good Music, Too

A great and splendid organ will be performed on by Prof. Charles Eichorn, and a trained choir will sing beautiful hymns that all can understand and appreciate.

Organ articles, Lesson in E. H. Holmes.
Anthem, "Praise the Lord," Woelke.
Offertory, Service, Blessed Saviour, Rubenstein.
Postlude in D. Barby.

ADVERTISING A CHURCH SERVICE

EACH
ONE
OF

The Harper Publications

has its own distinct following. People who know good things, use good things, demand good things, are the people you can reach through HARPER'S.

The mere "say so" of an advertisement being in the HARPER PUBLICATIONS gives it a standing with the reader sufficient to call forth his check book and fountain pen.

*Rates, discounts and other
particulars upon request to*

HARPER & BROTHERS
Franklin Square :: New York

Reaching the Purchasing Public of 1,500,000 in Greater Boston

The wealth per capita of the people within ten miles of Boston is as great, if not greater, than that of any other centre in America, and the discriminating intelligence of this section is at least equal to, if not greater, than any other equally populous centre.

A canvass of the best residential streets of Boston and the adjoining suburbs shows that the Boston Herald reaches the majority of homes. The owners of these homes are those who patronize the Boston department stores and these owners are the people that the advertiser desires to reach.

The Herald is the best medium to secure business in this section, and the foreign advertiser who wishes to cover this field must use the Boston Herald.

We desire an opportunity to tell you about the phenomenal growth of the Herald and the quality of its circulation, and how you can cover Boston. Address the Publisher

Boston Herald
Boston Mass.

ANOTHER MAGAZINE MERGER

"HAMPTON'S" AND THE "COLUMBIAN" AMONG THOSE TAKEN OVER BY THE COLUMBIAN-STERLING PUBLISHING COMPANY—WESTERN MAGAZINE PUBLISHING COMPANY CONTRIBUTES FOUR PUBLICATIONS—FUNDAMENTAL IDEA IS READERS' PARTICIPATION IN COMPANY THROUGH STOCK—SUBSCRIBERS AS PROMOTERS

The Columbian-Sterling Publishing Company, to be capitalized at \$4,000,000, has been formed to publish the following magazines: *Hampton's*, *Columbian*, *Home*, *Sterling*, *Orff's Farm Review* and *The American Woman's Review*.

The purpose of this merger is "to extend and develop the principle of co-operation between publishers and readers. Rumors were frequent a few weeks ago that the interests controlling the *Columbian* were inspecting the property of *Hampton's Magazine* with a view to purchase. Until the announcement of the present merger last Friday, it had been assumed that negotiations had ceased.

The magazines now merged in the Columbian-Sterling Company, which is a Delaware corporation, have distributed their stock very widely among the general public. *Hampton's* pushed its stock campaign with especial vigor, advertising through other magazines and the newspapers. The *Columbian* has been operating upon a similar principle. It did not publish an issue until \$100,000 worth of stock had been sold.

The *Sterling Magazine*, *The Home*, *Orff's Farm Review* and the *American Woman's Review*, devoted to the activities of federated women, have been the property of the Western Magazine Publishing Company (Inc.) of St. Louis. They were sold also upon the stock-sharing principle, their activities being for the most part confined to the Middle West, where those of the *Columbian* were concentrated upon the East.

Hampton's and the *Columbian*

will be published in New York. For a time at least the magazines of the Western Magazine Publishing Company will continue to be printed in St. Louis. The officers of the new corporation are: president and general manager, Frank Orff; Thomas Jones, first vice-president; treasurer, Lee Sidwell; secretary, A. L. Schmidt.

Hampton's Magazine will have two members on the board of directors. Inasmuch as *Hampton's* went into the merger after the incorporation had been completed, it is possible that there may yet be a change in the personnel of the officers.

Mr. Orff is described as a St. Louisan with twenty years experience as a publisher. Mr. Jones, who will be circulation director of the amalgamated magazines, has been with *McClure's* and *Review of Reviews*. Mr. Sidwell has been treasurer of the *Columbian*, and Mr. Schmidt was formerly treasurer of the St. Louis Company.

The stockholders of the various magazines will be made stockholders in the new company. George A. Fisher will be advertising manager of the *Columbian* to succeed P. M. Raymond.

The position of advertising manager of *Hampton's*, recently vacated by Howard Ruggles, has not yet been filled. It is likely that a general advertising director of all the properties will be appointed later. Benj. Hampton will be editor of *Hampton's Magazine*. Ray Long, who has been his associate editor, will be the editorial superintendent of all the associated magazines, with the title of editorial executive. His chief assistant will be Albert E. Bergh, who has been managing editor of the *Columbian*. Henry Mann, editor of the *Columbian*, will continue as editorial writer of that publication and will assist on the other magazines.

Mr. Merriam, advertising manager of the Warner Instrument Company, Beloit, Wisconsin, who has been located in Boston, has been transferred to the home office with the position of assistant general manager of the concern. He will continue to handle all advertising matters, the contracts going through the Lord & Thomas Agency, Chicago.

Can the Retail Price of Advertised Goods Be Restricted?

Mr. Stanley Clague, a master merchandising man, who has successfully solved this problem, has contributed a comprehensive and authoritative article for the current issue of STANDARD ADVERTISING.

E. St. Elmo Lewis, chairman of the National Advertising Managers Committee of the A. A. C. of A., has asked seven pertinent questions which he desires discussed at the Boston Convention. They are answered in the columns of STANDARD ADVERTISING.

"Who Should Pay the Advertising Agent?" is a question which STANDARD ADVERTISING is asking about 4000 important advertisers and 300 advertising agents. We will publish the results.

"What Do We Know About Advertising?" Fifteen subjects which have to do with matters outside of the creative end of advertising upon which definite information should be obtainable. They are stated in the current issue of STANDARD ADVERTISING and will form the basis of future investigation.

Other subjects: "Cleaning Up Small Town and Farm Papers," "Agents Qualified to Handle Farm and Small Town Advertising"—list given, "Do Women Read Farm Papers?"—evidence submitted.

STANDARD ADVERTISING is carefully read and justly appreciated by thoughtful advertisers. Monthly, \$1.00 a year. Free Sample Copy.

STANDARD ADVERTISING needs you and you need STANDARD ADVERTISING.

Seth Brown Pub. Co.
Kesner Building, Chicago

THE BULL RUSHES FOR MOSES

RECENT ARTICLE IN "PRINTERS' INK"
 ACTS LIKE VERMILION GOLF JACKET
 ON A CATTLE RANCH—TECHNIQUE
 —BAH—LEAVE TO PRINTER AND
 GO TO BALL GAME

By S. C. Bull.

Now that Mr. Bert Moses' hurricane attack on all those who believe in the technique of advertising has passed over us and gone rumbling eastward over the sad sea waves, may an intrepid believer in technique rise for a few remarks?

In spite of the tempest, it is easy to see that Mr. Moses' main contention is that ideas are more important than typographical details—just as the personality and brains of the salesman are more important than his physical appearance, his dress, etc. Agreed, Mr. Moses; shake. But to quote further:

All this technical fuss about certain type-faces, harmony, balance, borders and the rest of the latter-day advertising balderdash is simply the talk of folks who imagine that materials are the vital thing.

Does it follow that those who are careful to get the best dress for their advertising messages believe that to be the most vital thing? Would Mr. Moses advise absolute disregard of appearance? Does he believe that poor dress helps along a good idea?

The advertiser who has passed through the fire of experience asks only that the type be plain and the reading easy.

How simple! Just send copy down with those directions, light your cigarette and go to the ball game. Everybody knows what "plain type" is; even the devil in the printing office will be sure to give you the appropriate thing.

One of the most difficult things in the advertising business is to get simple, strong, easily read settings. I have just finished inspecting more than one hundred settings of the same piece of advertising copy, set by as many printers—all striving to get appropriate, strong, easily read set-

tings; more than half of them fall short of these requirements.

Give me two or three fonts of either roman or old style body type, a series of Cheltenham Bold and a master mind to do the writing and I'll match results, etc.

Why bother to specify? Wouldn't any old plain type—condensed gothic or something else—do just as well? As Mr. Moses probably knows, it takes trouble to get as excellent a style as he here suggests; it is a strange situation, but the truth is that only the old hand at the business can get the simple, strong things.

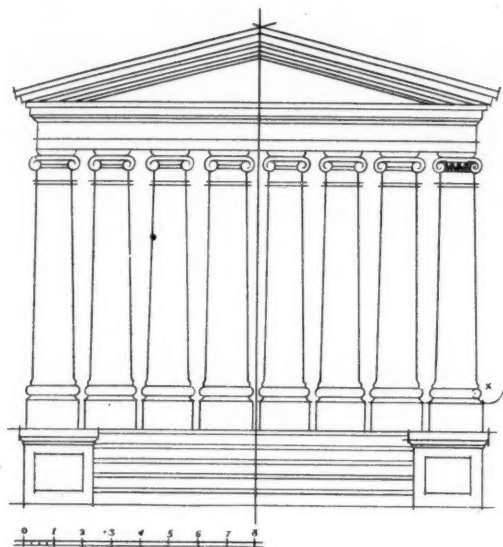
The fellow who knows what "pulling power" means, but who couldn't define "psychology" to save his life is the chap who will eventually own a Mercedes benzine buggy, etc.

Right, again! As long as he calls his knowledge "pulling power" "common sense," "knowledge of human nature," etc., all will go well, but when once he utters that fatal word "psychology," he will be in the same boat with Cassim Baba when he forgot the magic word "sesame" and tried to open the door with the words "wheat," "barley," etc. It isn't the knowledge that counts but the label we put on it. Oh, what logic (excuse the word logic—I should have used "common sense").

The knowledge you get out of advertising "knocks" is the knowledge that runs rings around advertising-college theories.

So many have said. It is odd isn't it, that those who are so unfortunate as to be in colleges or other educational work are absolutely deprived of the privilege of learning what experience has taught. But it is a well-known fact that nothing of experience can ever be related on a lecture platform, and that printing presses, for some reason, always refuse to turn when the results of experience have been set up in type.

Mr. Moses' contention is shared by many. A man is a plain ass who makes any effort to learn something from the experiences of others. He should get it all from his own experience, no matter how many knocks he gets or



Scale of Inches

This is the front elevation of forthcoming advertisements of Everybody's Magazine. A Frothingham column will appear each week for the next eight weeks in Printers' Ink.

Robert Frothingham

The Canadian Home Journal

Will introduce your goods into the thousands of prosperous Canadian homes that are not reached by any U. S. magazine.

No other Canadian magazine is so liberally patronized by leading American advertisers, such as:

LIST OF UNITED STATES ADVERTISERS

Alabastine Co.
American Separator Co.
Bissell Carpet Sweeper Co.
Buffalo Specialty Co.
(Liquid Veneer)
Caloric Fireless Cooker.
Colgate & Company.
Columbia Phonograph Co.
Chesebrough Mfg. Co.
Cudahy Packing Co.
De Laval Separator Co.
Eastman Kodak Co.
Gillette Safety Razor Co.
Glidden Varnish Co.
H. J. Heinz & Co.
Holeproof Hosiery Co.
International Harvester Co.
Kellogg Corn Flakes Co.
Chas. B. Knox Co.
Meriden Britannia Co.
National Phonograph Co.
Oliver Typewriter Co.
Quaker Oats Co.
Standard Oil Co.
Shredded Wheat Co.
Sherwin-Williams Co.

Look us up. Write for sample copy and rate card to Canadian Home Journal, Toronto.

how much of the advertising appropriation is wasted that way.

And right here is a good place to remark that these highbrow theorists do not put up their own cash against their dreamy hypotheses, but use the capital of inexperienced advertisers.

What a graphic picture we have of that large army of dreamers who are without practical ideas, who do not make good, but just waste the money of silly advertisers who are green enough to let them keep right on doing it.

The theorist never holds his job long after the boss comes to see that there is more in advertising than type and borders.

These men—the successful ones—grow into greatness through the acid test of experience, and they do not refer to books in deciding what is to be done.

I think every big advertiser who has employed experts to prepare his copy and select his types will testify that much of this work has produced little more than bills from publishers, and that the stuff that pulls has been prepared by either himself or somebody in the establishment.

Advertising is too vital a matter to refer to professors. Keep it out of college or it will put you out of business.

"Right here is a good place to remark" that the strict definition of "theory" is, according to the "Standard," *a plan or scheme subsisting in the mind and based on principles verifiable by experiment or observation. Strictly, a rational explanation that agrees with all the facts and disagrees with none.* So it seems, after all, that the man who has a theory needn't feel that it is something he needs to be ashamed of. Sad is the lot of that man who has passed through good experience and doesn't come out with a few good theories.

Probably all big advertisers who employ the agencies for the sake of expert copy service will agree with Mr. Moses that it is poor business—that they are losing fortunes yearly by that practice, and that they ought to take a few days off now and then, or have the bookkeeper, stenographer or some one else, take a few days off and write the copy. Good copy is so easy to produce that the wonder is such good prices are paid sometimes to those who can turn it out.

Alas for the poor professors and the colleges. Advertising receives the knockout blow when they give it attention. The only way that the art of advertising can be preserved is to keep it quiet and dark, to speak about it only when we have to and then talk in whispers. When a professor exhibits an interest in the subject, he should be promptly lynched.

But, oh, Mr. Moses, how did you happen to make such a mistake as to air *your theories* in PRINTERS' INK. Don't you realize that while what you know is all right as long as you keep it to yourself, the results of your experience become "misty, foggy, vapory, inconsequential, iridescent, technical nonsense," and all the rest, when you put them in the form of advice and principles and print them?

But, oh, Mr. Moses, how did you happen to make such a mistake as to air *your theories* in PRINTERS' INK. Don't you realize that while what you know is all right as long as you keep it to yourself, the results of your experience become "misty, foggy, vapory, inconsequential, iridescent, technical nonsense," and all the rest, when you put them in the form of advice and principles and print them?

LUMBERMEN TO "FIGHT FIRE WITH FIRE"

At the convention of the National Lumber Manufacturers' Association, held in Chicago last week, the question of advertising lumber to overcome the

inroads being made in the trade by the advertisements of substitutes for lumber was discussed.

All agreed that shingles are being displaced by slate and iron roofs, wooden packing cases by ones made out of fiber, paper, and other materials; wooden sash by iron and steel, and building lumber by concrete, brick, steel and stone.

Statistics were given to show the millions of dollars spent by the men pushing the "substitutes," and by their advertising creating a tremendous prejudice against the use of lumber.

W. A. Gilchrist suggested that the lumbermen spend one cent for every thousand feet of lumber cut in advertising. He said that this would give a good sum, as 44,000,000,000 feet were cut in 1909 of an average value in excess of \$10 a thousand.

ADVERTISING BREAKS ICE

My word for it, gentlemen (and I have sold goods on the road), there is nothing which so readily breaks the ice in the first fifteen seconds of an interview with a prospective customer, as advertising.—George Batten.

"LET ADVERTISING DO IT"

Have you a problem; has your dealer a problem? Perhaps we can help in some way with advertising—at least we can try. Put it up to us.—"Co-Opt-or," House Organ for Salesmen, Pratt & Lambert, Inc., Buffalo, N. Y.

FOR SALE

Mail Order Business

Located in Ohio town of 2200 people. Established thirteen years. Business has increased year by year since organization. Annual sales now \$27,000. Profits \$7,500. This business can be bought by prompt action for \$32,000. Address "Box 202," care Printers' Ink.

THOUGHTFUL TYPOGRAPHY IS NOT "BALDERDASH"

EXPERT TAKES ISSUE WITH RECENT WRITER IN "PRINTERS' INK"—THINKS MR. MOSES KNOCKED OVER A STRAW MAN, AND MISSED THE MAIN POINT—A CERTAIN DEAD GOOSE RECALLED

By George French.

I hope that Mr. Bert Moses realizes how humorous he was in that article in *PRINTERS' INK* for May 25. Some five years ago another very successful advertising manager wrote in the preface to a really good and useful book about advertising: "Practical experience in advertising will kick to death all the 'psychology' ever evolved from the most imaginative brain." Now comes Mr. Moses and writes: "All this technical fuss about certain type faces, harmony, balance, borders and the rest of the latter-day advertising balderdash is simply the talk of folks who imagine that materials are the vital thing, and that the mind which fashions them into shape comes trailing along behind!"

Now, I am not sure who is being hit. I have been writing about "type faces, harmony, balance," etc., for some fifteen years, though I do not remember that I have written much about "borders and the rest of the latter-day advertising balderdash." I may have done so, as I do not quite know what that "latter-day advertising balderdash" may be. I am not certain that I know what Mr. Moses means by "type faces," since he refers to "pica old style and pica roman," and appears to divide type faces into those two classifications. In my lexicon of typography pica old style is pica roman. I suppose Mr. Moses means pica old style and pica modern—both roman.

Be that as it may, I am sure that Mr. Moses and I, or Mr. Moses and any intelligent advocate of "technical fuss" in advertising that involves a skilled use of type for the expression of the

copy turned out by the "master mind," are in perfect agreement.

Mr. Moses is as firm a believer in all this "technical fuss," if the fuss be of the right sort, as anybody in the business. The trouble is that Mr. Moses does not quite comprehend what he is writing about, on the one hand, and on the other he exaggerates and misstates the position of those who believe in the efficacy of the right kind of "technical fuss." Both he and the others believe in exactly the same things: The things that make good and profitable advertising. He has had his profitable experience. He has succeeded in developing a good business. But in doing so, it is not unkind to recall, he had to learn that handsome geese on street-car cards were not the best illustrations to promote the sale of Omega oil. Now the fellows who make a careful study of "technical fuss" could have told him that pictured geese would not sell that particular unguent, and so have saved him that expensive experiment. That is, the formulated experience of others was at his service for the asking. He preferred to indulge in his own experience. The knowledge that he gained goes to make up the sum of applied experience that he calls "technical fuss," that some of the pedagogues call psychology, that I venture to call just plain horse-sense. The man who is not able, and willing, to profit by the experience of others, by the studied and formulated experience of many others, by science—in this case, by psychology—is a pretty poor specimen of twentieth century enterprise.

What Mr. Moses wants, and what all advertisers want, is that their advertisements be set so that they will attract the favorable attention of the people before whose eyes they come. That is all that there is to typography as applied to advertising, and that is what the constructor of advertisements has got to aim for. How is he going to succeed if he does not know how to produce combinations of paper, ink, type forms, and the other physical elements of

the advertisement, which will give it the most attractive character possible in the environment in which it must be placed?

I think that there are none among those who believe in "technical fuss" who would be willing to see "the mind which fashions them into shape come trailing along behind!" This is where Mr. Moses allows his fervid imagination to create a condition for his mind that has no existence in the minds of others. It is often necessary to imagine a postulate in order to justify an argument, or an assertion. Controversial literature is full of such. The "muckraker" imagines corruption for the sweet satisfaction of filling readers' olfactories with the consequent imaginary stench. Advocates of scientific advertising typography do not belittle the copy writer, nor do they ever assume that their art is superior or should have precedence. The copy is the first essential of advertising creation. There is no dispute about that. Nobody has ever raised that question, so far as I know, but Mr. Moses.

I am very glad to heartily subscribe to this: "The most vital of all steps in advertising is the preparation of copy that rings true, persuades and convinces." The condition precedent to this is that the goods to be advertised ring true also.

Some of Mr. Moses' philippics cannot be answered, because there is no way of determining who is entitled to be called an expert in advertising. Not all who call themselves experts are entitled to do so; a large proportion are not. A few are. A few have continually made good. A few are making good now. It is a pity that there are not more, and a greater pity that the inefficient, the ignorant, the pretenders, cannot be put out of the business.

The great fault of the advertising business is that there is not more knowledge among those who practice it. Let us not discourage study, and let us recognize and encourage every evidence of that kind of knowledge that comes from the experience of many.

The Boy of To-day Is The Man of To-morrow

and the most impressionable age of his life is between the ages of 11 and 18. Nothing impresses and interests a boy more than his own magazine. What he sees in it he believes.

Your advertisement in THE BOYS' MAGAZINE alongside of stories by his favorite authors and articles written about the things in which he is *most* interested creates in him a desire and enthusiasm for your goods that is impossible for you to attain in any other way, and makes an impression that will stick *all* his life because he received it from a source that has his interest, his confidence and his support.

THE BOYS' MAGAZINE SMETHPORT, PA.

GEO. J. CHASE, Adv. Mgr.,
1 Madison Ave.,
New York.

THE K. HOYT STONE Co.,
30 N. Dearborn St.,
Chicago.

OPENING UP NEW TERRITORY

SALES MANAGER SHOULD MAKE A CAREFUL PRELIMINARY STUDY, AND WITH HIS REPORT IN HAND ADVERTISING MANAGER SHOULD MAKE INDEPENDENT INVESTIGATION—DISTRIBUTION BEFORE CONSUMER CAMPAIGN

By L. R. Greene,

Advertising Manager, Sherwin-Williams Company, Cleveland, O.

In opening up a new territory, the most necessary thing to do in the first place, is for the sales manager to make a trip through the proposed new territory, to study carefully business and credit conditions, the established demand for his particular product, the competition to be met, the most advantageous distributing points, the city in which to establish a branch office and warehouse, if such is the policy of his firm, or to ascertain as to the jobbers best placed to most advantageously distribute his product.

All these and many minor points must be remembered and considered on this trip of exploration.

If the decision is favorable to the exploiting of the new territory, the advertising manager should be put in touch with all the data collected, or better still, make a trip over the territory and a first-hand study of the situation from an advertising standpoint—some expense, to be sure, but a guarantee of money saved in the long run.

It is surely false economy to attempt the development of new and unknown territory until the situation in that territory has been carefully analyzed.

If the business is to be handled from the manufacturer direct to retailer, the next step is the division of the new territory and the allotting to salesmen. Be the territory handled as a unit or as several units, each in charge of a salesman, it is necessary to carefully prepare a complete territorial list, compiling same from the mercantile rating books and

listing every possible buyer of your product.

These lists serve the double purpose of a mailing list for advance promoting and a directory for the traveling representative to work to, and be it understood that every name on the list must be reported on as the salesman makes each town, so that the records in the office may show the exact situation on the territory at all times.

A simple card index can be started, names reported "N.G." omitted, but "sales" and the situation in regard to possibilities "not sold" carefully recorded, a card for each.

This record will prove invaluable as fast as the territory is developed, giving as it will a complete history and full information to assist in special promoting work from the office to assist the salesmen to cover the territory systematically and help him bring across "hard-nut" dealers.

Before the salesman starts on his maiden trip, a plan of his route should be made and a series of promoting features sent in advance. As an illustration we will suggest a series of three:

First—A handsome folder telling about the firm, its history, its policy and the plans made to take care of the business in that territory.

Second—A folder going carefully into the product offered, its quality-features and the advantage to the dealer who handles it.

Third—A folder telling all about the sales helps given to the dealer handling the line; what is being done to let the consumer know its worth to him.

This series should be mailed at week-intervals and the mailing so planned that it will fit in with the salesman's movements and pave the way for him. The salesman himself should be provided with advance notices and so, working to his territorial list, advise the trade as to the exact time of his arrival.

It is almost needless to add that all this printed matter must not be cheap and shoddy but carefully prepared, well and artistically printed so as to attract favorable attention.

In case the distribution to the

Dear Mr. Subscriber:

PRINTERS' INK modestly believes that it is doing something for even the most experienced advertising men.

But there are others to whom PRINTERS' INK should be even more valuable.

I am referring now to the men who, though not in the thick of the advertising battle for eight hours of the day, are connected with some enterprise that is being advertised a little or likely to be soon.

PRINTERS' INK can give these newcomers a great deal from the experience of others in advertising and merchandising questions--can save them from some mistakes and round them out in advertising knowledge.

Won't you do us the kindness to think a minute over those you know to be in manufacturing and mail-order enterprises and give us a few names? We will check these with our lists and invite those who are not subscribers to enjoy with you the big value that we believe you will agree we are now giving for less than 5 cents a week.

Thank you!

S. M. Reardon

"Printers' Ink,"
12 West 31st St.,
New York.

Circulation Manager.

3-IN-ONE FLOWS RIGHT INTO THE

intricate mechanism of a cash register and lubricates perfectly. Makes every part do its work without halting or hesitating. Prevents drawers from ever sticking.

3-in-One cleans and polishes all metal parts and also wooden drawers. Keeps everything "sweet" and sanitary. Absolutely prevents any rust or tarnish.

Ideal for adding machine, check punch, dating stamp and all office mechanisms.

10c-25c (3 oz.)—50c ($\frac{1}{2}$ pint).

Send for Free Sample and Dictionary.

3-IN-ONE OIL CO.
12 BROADWAY, NEW YORK



Feister-Owen Press

Philadelphia Milwaukee

SPECIAL EQUIPMENT

FOR PRINTING

Almanacs
Booklets
Catalogs
Circulars

IN

Large Editions

PROCESS COLOR WORK

AND LITHOGRAPHY

Inquire about our Distribution
and Sampling Service

retailer is to be through the jobber, lists of the jobber's trade must be obtained and the series sent on that list, each folder bearing the name of the jobber.

In such cases, too, it is important to see that the jobber's salesmen are thoroughly equipped to push the product. See that every jobber's salesman is on your mailing list and is kept up-to-date on all interesting sales points.

And in planning this campaign we have not forgotten the consumer, who is, after all, the court of last resort. But the stocking of the jobber and dealer is of first importance.

After that work is well started, then comes the campaign to the consumer. When you have placed the goods where the consumer can get them when your advertising to him gets his interest, *then you can start your campaign to the consumer and make it pay.*

It is true that a strong campaign to the consumer will probably obtain distribution more rapidly than any other way; but such a method is expensive and wasteful.

Plan your campaign to the consumer well in advance, explain the details and use it as an argument in getting the dealer and jobber interested, but do not plan to start it until you have had time to cover the territory and have obtained a reasonable distribution.

Then will the consumer, attracted to your product by your advertising, have some chance to satisfy his desire and the dealer be encouraged in the handling of your product by seeing it move from his shelves.

CHICAGO NEWSPAPERS FILE CLAIMS

Advertising bills owing and unpaid to local newspapers caused the filing of a petition in bankruptcy against the Chicago Real Estate Show Company, May 18, by attorneys representing the Chicago Journal, Illinois Publishing & Printing Company, Chicago American, and Inter-Ocean Publishing Company. Their claims aggregate \$4,000. At the same time a petition was filed alleging that the liabilities of the company exceed \$10,000, and that the assets do not exceed \$3,000.

TOP SHELF JAM FOR SURE

NEW YORK, May 29, 1911.

Editor of PRINTERS' INK:

Here is an advertisement from a New York evening paper which needs elucidation.

Will you please refer this to some of your professional analysts and see what they can do to throw light on the matter?

A. B. CRANE.

PRINTERS' INK Board of Analysts meets on the 29th of February. The matter has been scheduled and will be duly referred to the Board at its next regular

Whence Came That Jam?

WHEN the humming bird probes the immaculate well of the white-lipped morning glory and the bees gather round the savory anise, and the owl-stare, fragrant as clover, is built into the nest of the robin, in that glad hour the spirit of old earth flows into the ripening berry and the pink girls of the countryside have dreams of pillaging the dew-kissed garden.

The first peep of early morn sees the heaping baskets ready for market and the donkey carts wheel their precious freight over the rutted roads to the station.

This is half the story of half the sweetness and half the charm poured into every jar of Premier Jam. The cookery is done in open kettles, clean as the drifting snow, and sugar, pure, is the only artificial employment.

Poetry perhaps, but faithful poetry and the jam is worthy of the theme. No need for preservative or artificial color. Purity and poesy adorn such odds. Try the jam and see. It is the happiest song of the Premier Family, and Francie H. Laggett & Co. are proud that it is theirs.

meeting in 1912. In the meantime some of our readers may come to the rescue.

HEAVY USE OF NEWSPAPERS TO ADVERTISE SIGNS

The Rice Electric Display Company, of New York, is sending out direct contracts for \$40,000 worth of newspaper space to be used in papers throughout the country during the next five weeks, advertising a contest in connection with the "chariot race" sign on Broadway. In the contest \$15,000 in prizes are offered. The expenses in connection with the contest will be about \$5,000. The total publicity investment of the company, therefore, reaches about \$60,000.

You can learn a good deal about cover papers by getting samples of all the leading brands and comparing them carefully. But you can learn a great deal more in a great deal less time by sending for our new box of "Buckeye Proofs."

Buckeye Covers

We send the "Buckeye Proofs" which are reproductions of actual booklet and catalogue covers used by prominent advertisers—free by express if requested on your business letterhead.

Send for the box today—before you place any more printing orders—and see for yourself just what the profit possibilities are in the "economical effectiveness" of "Buckeye Covers."

Made in sixteen colors, four finishes and four weights. Stocked by representative jobbers in all principal cities.



The Beckett Paper Co.

MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848

ESTABLISHING A NEW INDUSTRY ON A SOUND BASIS

REASONS FOR SOME DISAPPEARANCES IN THE VACUUM CLEANER FIELD—THE PRESENT CRITICAL ATTITUDE OF THE PUBLIC — WHY SOME CLEANER ADS COULD NOT SECURE "REPEAT" SALES

By Roy B. Simpson,

Manager of Advertising and Sales, Keller Mfg. Co., Philadelphia.

The small portable electric vacuum cleaner was introduced to the public less than three years ago. For several years prior to this introduction, vacuum cleaning was known through the work of concerns operating large outfits mounted on wagons, but the high cost of such service placed it beyond the reach of the average home. Only the rich could afford it — just for spring and fall "housecleaning."

The handy little portable machine operated from an ordinary lamp socket found a ready market, and the returns from the initial advertising were so gratifying that an extensive campaign was launched to educate still more people to vacuum clean their homes *once a week*, instead of only twice a year.

The idea became popular at once, and a large demand for an efficient portable machine was created. The thoroughness of the work done by large wagon outfits was known and appreciated. Therefore, the housewife set her standard high at the very beginning. A special pumping mechanism was designed and perfected—a new and novel portable cleaner equal in efficiency to the expensive wagon outfits was brought out to meet this need.

But every worthy invention is imitated and for a time rank piracy runs rampant. This is an unavoidable condition—one that must be met and overcome. In the vacuum-cleaner business history has merely repeated itself.

Within a year the magazines were carrying advertisements of ten different cleaning devices, ranging in price from \$5 to \$300.

Most of the imitation machines were crudely designed and cheaply made, and for a time they sold readily because the public had not been fully informed on the subject of vacuum cleaners. The campaign of education had not progressed far enough for that, so apparently the name "Vacuum Cleaner" on a mechanical device was sufficient to make it sell.

Some makers of the flimsy machines were undoubtedly honest in their intentions, but they were inexperienced and therefore ignorant of the fundamental principles of vacuum cleaner construction. Others were flagrant imitators of some of the important features in the high-grade machines, going as far as they dared in infringing the rights of the inventors.

Obviously the purpose of these promoters was to reap a harvest of dollars while the business was new. Some of them advertised hand-power machines at \$5 to \$25 and claimed they would "do the work of electrically operated cleaners costing \$100 or more." Other concerns offered machines at \$35 to \$90, which they declared would "do more and better work than any other vacuum cleaners."

Since the inception of the business more than a score of such campaigns have been started, but all have been short-lived. They were doomed to failure before the first advertisement appeared, simply because the machines offered were fundamentally wrong. They were not *vacuum* cleaners to begin with, and they could not make good the claims of their promoters. They failed to stand the test of continued advertising.

Large sums of money were spent in promoting some machines, and notwithstanding the fact that some manufacturers have invested as much as 30 per cent of sales for advertising, one after another they have disappeared from sight.

The general magazines have freely accepted the statements of all so-called vacuum cleaner advertisers without making a single test or comparison to determine the truthfulness of their claims.

The publishers have been indifferent to the proposition, with the result that page after page of misleading advertisements has been published.

Thousands of people have bought what they thought to be vacuum cleaners on the strength of the low-price argument or exaggerated claims for efficiency, and most of them have been losers by it, but a small proportion of such buyers have bought "on approval," only to ship the machine back to the maker after a trial proved that it was no better than a three-dollar carpet sweeper.

As a result of such campaigning magazine readers as a class have lost hundreds of thousands of dollars and reputable concerns making a high grade vacuum cleaner have been injured to an extent that can be overcome only by a year or more of expensive educational work. Magazine representatives, as well as prospective

buyers, must learn to discriminate between the real and the imitation.

The business has now settled down to a substantial basis, and every machine will be sold on its merits. The cheap competition has been eliminated. No cleaning device that fails to produce a working vacuum can be sold as a vacuum cleaner. Within two months the officers of the fourth largest advertiser in this field have been indicted by a Federal grand jury for using the mails to defraud by advertising a "vacuum cleaner without a vacuum."

THE BEST IN BOUQUETS

No printed advertising—not even the Parables—can equal in value the spoken indorsement. The emphasis of a subtle look or gesture has greater punctuative effect than commas, semicolons or dashes. So, if a customer or his bookkeeper or his traveling man or his chauffeur passes along a good word about you, take it from me, it's the best indorsement any man can expect.—"Parks' Piping Parables," G. M. Parks Company, Fitchburg, Mass.

New York Addressing and Mailing Dispatch

FAC-SIMILE TYPEWRITTEN LETTERS REPRODUCED

Addressing of Envelopes, Wrappers, Postal Cards, Etc. Folding, Enclosing and Mailing. Envelopes Addressed and Filled in by Typewriter

Compilers of Original Mailing Lists of Automobile Owners

Delivery of Circulars, Catalogs, Pamphlets, Price Lists, Calendars, Samples, Packages, Etc., addressed or unaddressed, in Greater New York. Telephone, 4046 Beekman

Dispatch Bldg., 43 Fulton St., New York, N.Y.

1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"

The famous trade mark
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)
MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



Advertising Novelties and Specialties

Names and addresses of manufacturers or distributors of articles mentioned under this heading will be gladly supplied to **PRINTERS' INK** readers if correspondence is addressed to The Novelty & Specialty Department, Printers' Ink Publishing Co., 12 West 31st St., New York.

Some advertisers are using initial cuff buttons for novelties by placing the company name on the reverse side of the flat part of the link. The usual plan is to use a selected list of prospects or customers, write each a personal letter and enclose a pair of buttons bearing the initial of the addressee's surname. Publishers have also featured a more expensive style as premiums. The most popular ones come in washed gold and enamel of various colors. Any variety or number of initials may be selected without affecting the price.

A toothbrush holder, to be attached to the wall, is being made up in nickel for advertisers. The upper part, which lies flat against the wall, is about an inch and a half deep. The holder proper extends at right angles from the wall and is perforated with four necked openings for brushes. Stamped in raised letters is the following: "Deposit your toothbrush here and your money at the ——— Bank." The plan has also been used by soap manufacturers, using a soapholder in place of the brush rack.

Indestructible signs for dealer helps have been sent out by the United Safety Razor Company in an effort to secure permanent display in the stores for its products. The signs in question are of metal with easel backs for counter use and carry in the center a detachable sample of the razor. On each side in vertical rows are boxes of blades. Suitable advertising matter in black and gold is lithographed on each sign.

Trade checks of aluminum come in various sizes bearing the wording, "Good for one drink of ———" "Good for one loaf of Jones' bread," etc. These checks are an improvement over the pasteboard ones in use by several advertisers, in that they can be used several times and do not have to be destroyed when redeemed from the advertiser's trade.

The Hudson County Consumers Brewing Company, of West Hoboken, N. J., has prepared for distribution during the fiftieth anniversary celebration now going on in that city, several thousand gold-finished coins. One side carries the company trade-mark, including a four-leaf clover, and a short slogan descriptive of its products.

CENTRAL DIVISION, A. A. C. A., GRAND RAPIDS, JUNE 15 16

Notable talks and discussions will signalize the third annual convention of the Central Division of the Associated Advertising Clubs of America, which will be held at Grand Rapids, Mich., June 15 and 16. The sessions will be held in the Pantlind Hotel.

The first day's programme includes a greeting from the Advertisers' Club of Grand Rapids, through L. C. Covell, advertising manager of the Macy Company, and a response by David Gibson, Cincinnati, advertising manager of the Julian-Kokene Company, "Chalk Talk on Typography," by Ed. Hurton, Holtenbeck Press, Indianapolis, with discussion led by W. W. Hudson, Indianapolis; address, "The Manufacturer and His Advertising Problems," by L. H. Martin, Cincinnati, advertising manager of the Globe-Wernicke Company; and recreation.

In the second day there will be addresses by Byron A. Bolt, Chicago, president of the Chicago Salesmanagers' Association, on "Salesmanship and Its Relation to Advertising;" Lewis H. Clement, Toledo, president Piano Dealers Association of America, on "The Value of the Manufacturer's Advertising to the Dealer;" H. Walton Heegstra, Chicago, advertising manager The John H. Farwell Company, on "The Retail Merchant and His Advertising;" Herbert S. Houston, New York, chairman of the National Educational Committee, on "The Clubs and Their Educational Work;" and at the business session a discussion of "The Relation of the Division to the National Association, and the Boston Convention."

At the banquet which closes the convention there will be addresses by Melville F. Stone, general manager of the Associated Press, Governor Chase S. Osborn and Elbert Hubbard, of East Aurora, N. Y.

"LIPPINCOTT'S" ENLARGES FIELD

Lippincott's Magazine has opened a Boston office at 24 Milk street in charge of P. H. Nealey. It is represented in New York by Thomas H. Child, at 1111 Flatiron Building; by C. H. House in Chicago, at 648 First National Bank Building, and in Detroit by Raymond F. Barnes, 1329 Majestic Building.

Lippincott's is going to add two business departments to the magazine and also increase the number of pages of fiction. In the fall it will publish another story by Amelie Rives Chanler, author of "The Quick and the Dead," a story which was published first in *Lippincott's* some years ago, and which reached a magazine sale of more than 300,000 copies.

The annual outing of the Representatives' Club, New York City, will be held at the New York Athletic Club's summer home, Travers Island, Friday, June 23.

CIRCULATION THE MAGNET

Morgen-Journal

Again Leads All Competitors. In May, 1911, compared with the same month in 1910:

MORGEN-JOURNAL GAINED.....15,890 Lines

NEW YORKER and

SUNDAY REVUE LOST..... 9,932 "

STAATS-ZEITUNG LOST.....43,725 "

THE MORGEN-JOURNAL

has a circulation greater than the combined circulation of all other GERMAN morning newspapers printed in New York.

CIRCULATION THE MAGNET

The Aeroplane and the Ox-cart

Both get there — but not on the same day.

If prompt, speedy delivery of illustrations and engravings means anything to you, send your orders to Barnes-Crosby Company, the largest and best equipped illustrating and engraving establishment in America. You will get what you want—when you want it. The house stands back of every promise.

Commercial photographs, illustrations, designs, halftones, zinc etchings, wood cuts, electrotypes, photogravures, two, three and four color process and zinc color plates.

Day and Night Service

Barnes - Crosby Company

E. W. HOUSER, President

**Artists :: Engravers
Catalog Plate Makers**

Complete Manufacturing Engraving Plants:—
**Madison and Franklin Streets, Chicago
214 Chestnut Street, St. Louis**

Branch offices in fifteen principal cities.



THE WORD "IS" A CORKER

SINGLE-HANDED IT CAN LICK "BETTER THAN," "SUPERIOR TO" AND OTHER WEAK-KNEED EXPRESSIONS OF ADVERTISING LINGO—A GOOD WORD TO GET NEXT TO IN MAKING COPY PULL

By Humphrey M. Bourne,
Advertising Manager, Liquid Veneer
Products, Buffalo, N. Y.

Look at it—that little sawed-off, hammered down, stunted little runt of a monosyllable—the mere shadow of a word that would need a second look if it didn't shout so confoundedly loud and long.

Yes—"have a look" at that little word *IS*.

Say, that's the word that made the soda cracker Uneeda Biscuit; that's the little feller that started the 57 Varieties on their way—that made the Gold Dust Twins "hump" themselves—that raised Royal Baking Powder higher than it could ever raise itself—that chased Old Dutch into every home—that made Liquid Veneer "cheer up," and that made Keen Kutter cut a keen swath in all toldom.

Like Old Bobs of Kandahar,

"E's little, but 'e's wise;
'E's a terror for 'is size."

But, *unlike* Old Bobs,

'E *sure* does advertise.

IS is the big little word with which every advertising man must make early acquaintance and lasting friendship in order to land the letters which start off with "Please send me."

"*IS*" minds its own biz. It carries you along so that when it gets through with you there's nary a thought of what some other fellow has to sell. "*IS*" hews to its *own* line. It makes the shortcomings of the other man's article conspicuous by forgetting them.

The human mind is indeed a host to be reckoned with. Make a comparison of one article with another, or even suggest the superiority of an article to some other and immediately you set up

a train of thought that *may* develop into a doubt. But start the ball rolling with an *IS* that advertises your line only, and keep it rolling with a few more *IS*-es, and by the time you've said your say you've said something worth while.

Here's a missing word contest where everybody wins. No entry fee, thank' you. Here's a soda cracker . . . a soda cracker. The Steinway . . . a Grand Piano Bell Service . . . Universal Service. Clysmic . . . the Fizz that—

It's a big temptation, no doubt, to slam the other man's product with an occasional "better than," "superior to," "doesn't do this," "cannot do that," and so on, *ad nauseam*. But invariably the situation can be handled to far better advantage with a lusty *IS*.

There's a story somewhere of a man in a mountainous district who wanted to see the sights *a la cart*. He asked the first driver how close he would drive along the brink of a certain precipice. "Within three feet" was the reply. The next man said "two feet"—the next "one foot." The last man said he would keep away from it altogether, and got the job. It's much the same in advertising. The farther the thought is kept away from the danger line of comparison by the use of a few positive *IS*-es, the more effective will be the message.

Some big man said, "Let 'em talk"—even if they abuse me they advertise me, and that's the main thing. That's better than saying *nothing*."

Comparison, even veiled, is always odious; it *divides* the attention and *detracts* from the pulling quality. A few gentle *IS*-es sprinkled judiciously throughout the story *add* to its effectiveness and *multiply* its pulling power. The *IS* means *biz*.

NINE-TENTHS OF THE JOB

Know facts—nine-tenths of a man's job consists of proving something he already knows, to some one else. You can't prove anything that isn't a fact. —"Co-opt-or" Pratt & Lambert, Inc., Buffalo, N. Y.

It Has Been True for Several Million Years, Mr. Publisher

Every year since Adam's time it has been necessary to plant seed in the spring, to hoe, harrow and otherwise cultivate the soil through the early Summer before a harvest could be reaped in the Fall.

Last year a schoolboy by the exercise of common-sense, reason-why methods, raised a crop a good many times more valuable than had ever been grown on a similar plot of ground before.

Yet all this urchin did that infinite generations of farmers before him had failed to do, was to **intensify and cultivate while the crops were growing.**

He did not cultivate haphazardly nor at long intervals, but every single week until the crops were ripe.

George Batten says:

"It is high time to begin advertising campaigns for Fall and Winter. Summer is our busiest time. May we call NOW?"

Some of the greatest National Advertisers are writing us now:

"We make up our annual list during May, and June" or "during June and July."

It costs less **per dollar of result** to cultivate your field through PRINTERS' INK than through any other medium or by any other method. Intensify, Mr. Publisher! Cultivate!

Printers' Ink Publishing Company

12 West 31st St., New York

Boston St. Louis Atlanta Philadelphia Toronto Montreal

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1882 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

WALDO P. WARREN, Managing Editor.

New York, June 8, 1911.

The Spirit of the Convention

The value of a convention depends more perhaps upon the spirit which prevails in it than upon any other one thing. It is not so much what the convention makes you think, *as what it makes you feel*, that constitutes its real value.

There are conventions where sincere men come together to bring their best and get the best others have brought for the benefit of their craft or profession. And there are conventions where erstwhile sincere men come bringing chiefly a spirit of jest and frivolity.

The convention of Associated Advertising Clubs of America in Boston, August 1 to 4, will be a great gathering of advertising men—perhaps the greatest of its kind ever held. It should do something vital for every man who attends.

But the real value of that convention will depend on the spirit that prevails in it. It will depend

more on the spirit than on the addresses that are made and the papers that are read. The spirit is the thing men will take home with them and put into their own work—the real thing they go there to get.

What will be the spirit of the Boston convention?

That will depend largely on the idea the majority of men have in going to the convention. Will it be an idea of constructive helpfulness and gentlemanly good fellowship, or will it be a spirit of horseplay and purposeless frivolity?

It is to be hoped that individual clubs will not "pack" their delegations with men who have no direct interest in advertising and who are induced to attend on promises of a grand old time to be had at small expense. A large attendance at the convention is desirable and now is practically assured. But rivalry among the clubs should not run in the direction of padding their delegations—they will be judged by the quality rather than the quantity standard. Outsiders who don't know an agate line from a t.f. contract can't be expected to add much to the success of the occasion. There is room and a warm welcome for every one with a legitimate interest in advertising providing he attends with a proper respect for the spirit that animates the organization and an appetite for the real work of the convention.

The question of the proper convention spirit is doubtless receiving the earnest attention of those who have charge of convention arrangements in the various clubs and in the general organization. But the answer will be largely up to the men who go to the convention.

PRINTERS' INK says:

The thing to work for in advertising is response and not mere hypothetical influence.

Is Price Reasonable? The Supreme Court decisions in the cases of the Standard Oil and Tobacco Trust, injecting the word "reasonable" into the mean-

ing of the Sherman law, have brought comfort to those manufacturers who believe it is entirely within the bounds of "reason" to have legal protection in their efforts to maintain the prices of their products.

The spirit of the Supreme Court, and its desire to interpret the law in a way that will truly conserve public interest, seems sufficiently manifested in these decisions to warrant the hope that when the question of price maintenance is again presented on a somewhat different and perhaps simpler basis the decision will modify the attitude taken in the Dr. Miles case.

Wherever there exists so reasonable a business principle as the right of a manufacturer to protect dealers from unreasonable competition in the price of his article, it is safe to say that a way can be found to give that reasonable principle a legal and permanent standing. Shrewd lawyers will fall far below their records of past achievements if they fail to discover a way whereby the Supreme Court's spirit of "reasonableness" can be applied to a situation which is now detrimental to sound business practice.

PRINTERS' INK says:

Many a coupon clipper got his real start by clipping the advertising coupon of a live business proposition.

The Press Agent in Review

The beneficial influence of a timely word is well illustrated in the present attitude of publications and advertisers towards the fake news schemes of the press agent. Up to October 21, 1908, the press agent dined sumptuously at the Waldorf and other places of like repute. Since that time he has been growing accustomed to the economies of those establishments which make a bold front of white porcelain script.

The reason why that date was the turning point in his fortunes is because it was then that the

first stone was cast. The stone was in the shape of an editorial in PRINTERS' INK, criticising the New York *Evening Post* for letting its front page space be filled with 42-point condensed gothic headlines to advertise Buick motor cars. It was reasoned that the *Evening Post* was one of the best edited and therefore least likely of metropolitan newspapers to be fooled by trumped-up news, and that if its front pages could fall victim to the schemes of the press agent other papers might be even more readily classed as easy marks.

The point for which PRINTERS' INK stood was not so much to save newspaper editors from the effects of gullibility as to protect advertisers who paid real money for space on the inside of the paper from being cheated out of their just returns by having to compete with the admitted influence of front page news treatment.

It could hardly be said that newspapers had not been excluding the cruder sort of press agent news from their columns long before PRINTERS' INK took up the matter. But it has been indeed gratifying to see how many publications and spokesmen have since given emphasis to the contention then made by PRINTERS' INK, and to note the wholesome effect this whole propaganda has had in ridding the papers of smuggled advertising dressed up as news.

PRINTERS' INK says:

Keeping an eye on the customer's interest has made more fortunes than keeping an eye on his principal.

A Victory for Good Taste

Whatever tends to make advertising more genteel and less blatant helps all forms of advertising in securing the favorable consideration of the public. No reputable advertiser has cause to regret legislative measures which put the soft pedal on effrontery. Rather does he rejoice that there are legal powers which can bring

offensive forms of advertising to terms.

The recent decision of the Supreme Court, upholding the city ordinance which prohibits advertising signs on the outside of the Fifth Avenue 'buses in New York, while seeming to restrict the privileges of advertising is really a decision favorable to legitimate advertising.

People instinctively respond to advertising in the proportion that it informs, reminds, and convinces, and they just as instinctively turn away from it when it offends their sense of good taste and good manners. Many forms of advertising are within the law only because no statutes have yet been framed to cover them, and yet are without the spirit of the law which seeks to put the public good before private interest. It is very much to be doubted if any form of advertising really pays which offends the public by its effrontery, whether the law allows it or not.

PRINTERS' INK says:

Don't try to start from where your proposition isn't located; first find out where it really is.

No Slack Times for Trade- marked Goods

That trade-marked goods feel less the effects of a temporary depression of business than downmarked goods of the same class is another evidence of the influence of advertising. At the recent convention of the National Association of Hosiery and Underwear Manufacturers, in Philadelphia, President Garnet Andrews said: "The hosiery business has been generally unprofitable and poor during the past year. I attribute this to the high cost of raw material, due to a shortage of the cotton crop. Manufacturers of trade-marked goods, however, have found their business to be nearly normal, but the rest of the trade has found conditions most unsatisfactory."

There is little room to doubt that this condition would hold good in many other lines of busi-

ness. Buying habits formed through the purchase of advertised articles, and reinforced by the satisfaction of buying those articles, are not easily upset by any temporary lull in business. When a spirit of slackness comes in business, people naturally curtail their buying, including hosiery, but the constant reminders of advertised articles tend to make those articles desired, and the economical spirit falls on something else that has no advocate at court.

Public Officials Learning About Advertising

Advertising clubs are entertaining "lions" these days. Governor Woodrow Wilson of New Jersey has recently addressed two different clubs. President Taft spoke at the last meeting of the A. N. P. A. Several other governors and men in public life have been guests of honor at ad club meetings within the past few months. President Taft, Governor Wilson, and Governor Foss of Massachusetts are already scheduled for a place on the programme of the convention of Associated Advertising Clubs of America in Boston in August. It is possible that several other governors will also attend the convention.

It is hardly to be hoped that these gentlemen, eminent as they may be in other lines of activity, can throw very much light on advertising problems, neither is advertising especially in need of their "patronage." But the real value of their presence at the meetings of advertising men lies rather in what they themselves learn about advertising by coming in close contact with the men engaged in that profession. The higher respect for the soundness and sincerity of that body politic of advertising, which this closer contact gives, will doubtless have its beneficial effect on legislation and public sentiment in their influence upon those problems with which advertisers are endeavoring to deal.



Civilization—from Signal Fire to Telephone

THE telephone gives the widest range to personal communication. Civilization has been extended by means of communication.

The measure of the progress of mankind is the difference between the signal fire of the Indian and the telephone service of to-day.

Each telephone user has a personal interest in the growth of the whole telephone system.

He is directly benefited by every extension of his own possibilities.

He is indirectly benefited by the extension of the same possibilities to others, just as he is benefited by the extension of the use of his own language.

Any increase in the number of telephones increases the usefulness of each telephone connected with this system.

The Bell System is designed to provide Universal service.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy

One System

Universal Service

Three-dimension Circulation

You would not buy a ream of paper without knowing about its width and bulk, as well as its length. Why not know *all* measurements of the circulations you buy.

The World's Work

*Country Life
in America*

*The Garden
Magazine*

Have three-dimension circulations; length-quantity, breadth-quality and thickness-grip, or influence on the reader. A big advertiser and a close buyer on getting this information doubled his space in *The World's Work*. **Every advertiser in America should have a copy of circulation statement. Send for it.**

DOUBLEDAY PAGE & COMPANY

GARDEN CITY AND NEW YORK

BOSTON

CHICAGO

JUNE MAGAZINES

ADVERTISING IN THE LEADING MONTHLY
MAGAZINES FOR JUNE

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Cosmopolitan.....	160	33,740
Everybody's.....	139	31,248
Review of Reviews.....	128	28,672
Sunset.....	120	26,885
McClure's.....	118	26,607
Munsey's.....	110	24,808
World's Work.....	101	22,624
Pacific.....	91	20,524
American.....	89	19,992
Harper's.....	87	19,496
Scribner's.....	81	18,284
Hampton's.....	69	15,456
Century.....	68	15,352
Colman's.....	65	14,560
Current Literature.....	54	12,152
Red Book.....	50	11,200
Under Remus's (cols.).....	58	11,055
American Boy (cols.).....	47	9,414
Argosy.....	41	9,352
Success (cols.).....	54	9,090
Pearson's.....	40	9,044
National.....	34	7,616
Theatre (cols.).....	42	7,114
Popular.....	40	8,460
Amulet's.....	32	7,056
Atlantic.....	30	6,720
World To-Day.....	27	6,216
Human Life (cols.).....	32	6,090
All Story.....	26	5,824
Boys' Magazine (cols.).....	28	5,203
Metropolitan.....	22	4,928
Strand.....	21	4,816
Blue Book.....	20	4,480
St. Nicholas.....	19	4,368
Smart Set.....	16	3,584
Lippincott's.....	16	3,584

VOLUME OF ADVERTISING IN LEADING
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Vogue (cols.).....	260	43,836
Good Housekeeping Magazine.....	102	22,848
Woman's Home Comp'n (cols.).....	109	21,975
Ladies' Home Journal (cols.).....	109	21,800
Delineator (cols.).....	101	20,340
Designer (cols.).....	94	18,800
Woman's New Idea (cols.).....	93	18,600
Modern Priscilla (cols.).....	84	14,231
Pictorial Review (cols.).....	70	14,000
Housekeeper (cols.).....	61	12,200
Ladies' World (cols.).....	60	12,067
McCall's (cols.).....	78	10,452
Woman's World (cols.).....	56	9,964
Housewife (cols.).....	43	8,699
People's Home Journal (cols.).....	34	6,815
Harper's Bazar (cols.).....	31	6,234
Dresemaking At Home (cols.).....	28	5,646
Every Woman's (cols.).....	21	3,685

VOLUME OF ADVERTISING IN LEADING
MONTHLY MAGAZINES CARRYING
GENERAL AND CLASS
ADVERTISING

(Exclusive of Publishers' own advertising)

Motor (cols.).....	443	75,474
Country Life in America (cols.).....	255	42,896
Motor Boating (cols.).....	216	36,792
System.....	112	25,256
Suburban Life (cols.).....	96	16,320
Outing.....	68	15,406
Field & Stream.....	68	15,382
House and Garden (cols.).....	100	14,014
House Beautiful (cols.).....	92	12,964
Recreation (cols.).....	68	11,424
Popular Electricity.....	49	10,976
International Studio (cols.).....	76	10,710
Garden (cols.).....	72	10,192

How to Get Efficiency
in Advertising

Anybody, anywhere, could get your product after being interested by your advertising—even though your distribution were not complete.

But, too few magazine readers are enough accustomed to national merchandising methods to *know* clearly what to do.

And too few have the facilities ready at hand to go after and *get* an article they want, if it is not at their dealers, without annoyance and without strain on the patience.

Therefore, in a general advertising campaign, the influence of SYSTEM is the drop of yeast that leavens the whole lump. For readers of SYSTEM, the Magazine of Business, are

First,—educated in national merchandising methods, and know just *how* to get your product when they desire it, no matter what your distribution; and are personally *interested* in doing it. And,

Second,—they are business men who have business facilities for easily pursuing an inquiry about your product, and the business patience to recognize distribution obstacles and overcome them.

The SYSTEM reader *breaks down the barriers* of Distribution for the readers of the general magazines. *His* natural business interest in getting the advertised product he wants, and *his* knowledge of how to surmount every difficulty, and *his* patience and ready facilities for doing it, *open* the way to supply the demand of the hundred or thousand other prospects in his town.

This is why SYSTEM, with half a million business-man readers, gives *efficiency* to general advertising campaigns reaching millions of other customers.

And this is why SYSTEM for nearly six years has continued to carry more advertising than any other one standard magazine.

SYSTEM
THE MAGAZINE OF BUSINESS

CHICAGO

NEW YORK

LONDON

	Pages	Agate Lines
Business and Book-Keeper	45	10,080
Outer's Book	42	9,476
Technical World	40	8,960
Outdoor Life	36	8,064
Travel (cols.)	54	7,736
Craftsman	32	7,378
Am. Homes and Gardens (cols.) ..	41	6,972
Arts & Decoration (cols.)	38	5,320

VOLUME OF ADVERTISING IN LEADING CANADIAN MAGAZINES

(Exclusive of Publishers' own advertising)

* Canadian Century (cols.)	205	39,110
* Canadian Courier (cols.)	190	34,273
Canadian Magazine	124	27,776
MacLean's	104	23,296
Canadian Home Journal (cols.) ..	86	16,826

* Weekly.

VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR MAY

(Exclusive of Publishers' own advertising)

May 1-7:	Cols.	Agate Lines
Saturday Evening Post	182	30,940
Town and Country	119	19,997
Collier's	78	14,800
Literary Digest	86	12,160
Life	72	10,169
Independent (pages)	38	8,680
Associated Sunday Magazines ..	40	7,230
Churchman	42	6,720
Christian Herald	34	5,815
Outlook (pages)	23	5,352
Illustrated Sunday Magazine ..	21	3,895
Leslie's	17	3,583
Scientific American	12	2,400
Youth's Companion	5	1,000

May 8-14:

Town and Country	119	30,334
Saturday Evening Post	160	27,200
Collier's	97	18,430
Literary Digest	69	13,928
Scientific American	68	11,638
Life	50	7,130
Outlook (pages)	29	6,680
Christian Herald	34	5,790
Leslie's	27	5,412
Associated Sunday Magazines ..	28	5,104
Independent (pages)	14	3,136
Illustrated Sunday Magazine ..	17	3,060
Churchman	19	3,032
Youth's Companion	7	1,420

May 15-21

Saturday Evening Post	133	22,610
Collier's	76	14,500
Town and Country	83	14,030
Literary Digest	78	10,924
Outlook (pages)	28	6,272
Life	43	6,022
Christian Herald	26	4,420
Churchman	27	4,360
Leslie's	20	4,126
Associated Sunday Magazines ..	22	4,010
Independent (pages)	14	3,164
Illustrated Sunday Magazine ..	17	3,084
Scientific American	11	2,236
Youth's Companion	8	1,720

May 22-28:

Outlook (pages)	115	25,760
Saturday Evening Post	135	22,980
Town and Country	127	21,536
Literary Digest	79	11,434
Collier's	54	10,260
Life	44	5,221
Leslie's	28	5,754
Associated Sunday Magazines ..	24	4,400
Christian Herald	22	3,894
Scientific American	17	3,464
Illustrated Sunday Magazine ..	17	3,170
Independent (pages)	13	3,010
Youth's Companion	14	2,930
Churchman	17	2,660

May 29-31.

Christian Herald	20	3,834
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Totals for May

Saturday Evening Post	103,700
Town and Country	85,897
Collier's	57,990
Literary Digest	48,448
Outlook	44,664
Life	29,662
* Christian Herald	23,463
Associated Sunday Magazines ..	20,744
Scientific American	19,738
Independent	18,990
Leslie's	18,880
Churchman	16,772
Illustrated Sunday Magazine ..	13,209
Youth's Companion	7,070

* 5 Issues.

RECAPITULATION OF LEADERS IN MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Motor (cols.)	443	75,474
2. Vogue (cols.)	280	43,836
3. Country Life in America (cols) ..	255	42,886
4. Motor Boating (cols.)	216	36,792
5. Cosmopolitan	150	33,740
6. Everybody's	139	31,248
7. Review of Reviews	128	28,672
8. Canadian Magazine	124	27,776
9. Sunset	120	26,880
10. McClure's	118	26,607
11. System	112	25,256
12. Munsey's	110	24,608
13. MacLean's	104	23,296
14. Good Housekeeping Magazine ..	102	22,848
15. World's Work	101	22,624
16. Woman's Home Com. (cols.) ..	109	21,975
17. Ladies' Home Journal (cols) ..	109	21,800
18. Pacific	91	20,524
19. Delineator (cols.)	101	20,340
20. American	89	19,992
21. Harper's	87	19,496
22. Designer (cols.)	94	18,800
23. Woman's New Idea (cols.) ..	93	18,600
24. Scribner's	81	18,284
25. Canadian Home Journal	86	16,826

THE TRUTH WILL OUT

BALTIMORE, MD., May 18, 1911.

Editor of PRINTERS' INK:

As a subscriber to PRINTERS' INK, I find so much meat in it that I do not have time to fully digest one number before another arrives. Among the many magazines I know of none that gives as much for the subscription price. The contributed articles are all helpful and interesting, and the editorial comment and the teachings of "The Little Schoolmaster" have a freshness and crispness that materially help to create ideas.

The make-up of the magazine is pleasing to the eye, and its size makes it convenient to the hand and pocket.

I did not intend to draft such a formal letter, but the words serve to some extent to express my appreciation of your work.

H. I. MARTIN.

Justin McCarthy, Jr., advertising manager of Abraham & Straus, Brooklyn, talked recently on advertising to the advertising staff of the New York Times.

The One Best Buy

A man need know very little about magazine advertising to know that *Cosmopolitan Magazine* is the best buy to-day.

The better posted he is the quicker he accepts this simple statement as a fact.

This advertisement, then, is for the beginner.

I would like to help him short cut on his Experience.

Cosmopolitan will open its books to him and prove its circulation.

His newsdealer will give him facts and figures.

A comparison of "contents" will show *Cosmopolitan* leading by several lengths in the Readability sweepstakes.

Patronage of all the old experienced and thoroughly systematic advertisers is another guide to *Cosmopolitan's* winning form.

Let me hear from you.

Henry D. Wilson, Advertising Manager
***Cosmopolitan Magazine*, 381 4th Ave., New York**
Rate \$500 a page

Agate
Lines

3,534

103,700
85,897
57,990
48,446
44,664
29,562
23,463
20,144
19,138
18,890
18,880
16,772
13,208
7,070

8 IN

18

Agate
Lines

75,474
43,836
42,896
36,792
33,740
31,248
28,672
27,778
26,888
26,607
25,256
24,408
23,296
22,848
22,824
21,975
21,860
20,824
20,340
19,992
19,496
18,800
18,600
18,284
16,826

UT

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MARTIN.

Advertising
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New York

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JUNE ADVERTISING

	1911	1910	1909	1908	Four Years' Total
Everybody's	31,248	33,460	33,600	28,168	126,476
Cosmopolitan	33,740	31,378	28,418	25,424	118,960
McClure's	26,607	29,904	31,220	24,976	112,707
Review of Reviews	28,672	26,978	30,338	23,072	109,060
Munsey	24,808	23,660	26,726	21,644	96,838
Sunset	26,885	23,632	23,856	21,252	95,625
World's Work	22,624	23,422	25,137	15,792	86,975
Scribner's	18,284	28,488	23,948	15,834	86,554
American	19,992	22,848	22,848	16,408	82,096
Harper's	19,496	22,106	21,381	18,480	81,463
Pacific	20,524	18,987	17,920	19,026	76,457
Hampton's	15,456	28,588	16,664	7,616	68,324
Century	15,384	16,156	18,144	16,000	65,684
Success	9,090	13,081	13,263	12,426	47,860
Uncle Remus's	11,055	9,937	11,470	14,060	46,522
Red Book	11,200	12,544	10,752	10,080	44,576
Argosy	9,352	13,304	10,794	9,240	42,690
Current Literature	12,152	10,528	8,512	6,496	37,688
Pearson's	9,044	11,350	8,666	8,078	37,138
Ainslee's	7,056	7,504	8,920	7,896	31,376
Atlantic	6,720	8,700	7,000	6,440	28,860
Theatre	7,114	7,762	7,342	4,816	27,034
Human Life	6,080	7,360	4,810	7,354	25,604
American Boy	9,414	5,868	5,540	4,725	25,547
Lippincott's	3,584	5,376	6,440	8,106	23,506
Metropolitan	4,928	4,872	6,272	7,420	23,492
All-Story	5,824	7,504	4,872	4,592	22,792
Strand	4,816	6,944	4,760	4,704	21,224
Blue Book	4,480	4,480	6,572	5,376	20,908
St. Nicholas	4,368	3,808	2,604	2,912	13,692

WOMEN'S MAGAZINES

Vogue	43,836	37,500	19,678	18,487	119,501
Ladies' Home Journal	21,800	28,400	25,200	23,800	99,200
Good Housekeeping Magazine	22,848	24,508	24,306	18,032	89,694
Woman's Home Companion	21,975	22,800	21,000	18,463	84,238
Delinicator	20,340	15,810	19,000	15,190	70,340
Designer	18,800	14,145	16,400	8,484	57,829
Woman's New Idea	18,600	14,250	16,355	8,330	57,535
Modern Priscilla	14,231	12,075	11,304	9,632	47,242
Ladies' World	12,067	10,950	11,530	10,740	45,287
Pictorial Review	14,000	11,172	10,995	9,119	45,286
Housekeeper	12,200	10,800	10,050	7,866	40,916
McCall's	10,452	9,782	9,133	7,930	37,297
Harper's Bazar	6,234	8,280	9,310	8,708	32,532

MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING

Motor	75,474	69,048	49,721	39,816	234,059
Country Life in America	42,896	42,330	38,629	33,659	157,514
System	55,256	27,006	29,860	27,372	109,494
Outing	15,406	16,204	11,872	16,898	60,380
Field and Stream	15,382	14,498	15,904	13,972	59,756
Suburban Life	16,320	17,340	12,608	11,524	57,792
Garden	10,192	11,449	10,080	9,936	41,657
International Studio	10,710	14,540	10,134	4,384	39,768
Recreation	11,424	12,601	9,363	6,206	39,594
House Beautiful	12,954	7,716	9,564	8,904	39,138
House and Garden	14,014	12,540	5,356	7,200	39,110
Technical World	8,960	9,560	8,942	6,300	33,762
American Homes and Gardens	6,975	6,822	8,385	8,428	30,607

WEEKLIES (MAY).

Saturday Evening Post	103,700	94,660	93,755	49,027	341,142
Collier's	57,990	54,340	52,820	37,378	202,528
Outlook	44,064	45,655	54,974	36,736	181,429
Literary Digest	48,446	37,830	37,841	19,344	143,461
Life	29,562	35,048	21,638	17,560	103,808

Grand Total	1,217,102	1,219,888	1,134,196	897,838	4,469,024
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GAIN IN ADVERTISING MAY MAGAZINES.

	1911	1910	Increase	Decrease
1. Everybody's	41,776	36,960	13%
2. Review of Reviews.....	33,112	27,440	20%
3. Cosmopolitan	32,144	30,294	6%
4. McClure's	30,420	29,120	4%
5. Munsey's	28,140	27,930	1%
6. SUNSET	26,992	23,632	14%
7. American	25,032	28,115	11%
8. World's Work.....	23,618	26,278	10%
9. Scribner's	22,820	32,361	29%
10. Harper's	20,664	19,936	4%
11. Hampton's	20,104	25,890	22%
12. Pacific Monthly.....	19,376	19,901	3%

Have you noticed in these records of advertising carried in the leading monthly magazines, how Sunset has forged to the front during the present year, and the steady gain it is showing? In May, Sunset stood sixth in amount of advertising carried and second in percentage gained over the preceding year.

If you are looking Sunset over each month these figures will not surprise you. Its beautiful color illustrations are attracting world-wide admiration and its articles and stories breathe the atmosphere of the Golden West towards which the eyes of the world are turned as never before.

SUNSET has more circulation in the Pacific Coast Country than any other monthly magazine, and 50% more total circulation than any other magazine published on the Pacific Coast or West of Chicago.

Sunset's Increase in Circulation First Five Months of 1911

News Stand Sales, 16%
Subscribers - - 25%

If you have not tried Sunset, write, call or telephone for rates or any other information.

New York Office:—37 East 28th St., W. A. Wilson, Manager.

Chicago Office:—120 Jackson Boulevard, L. L. McCormick, Manager.

Portland, Ore., Office:—Wells Fargo Building, W. Bittle Wells, Manager.

Los Angeles, Cal., Office:—600 So. Spring St., C. W. Hibbard, Manager.

HOME Office:—San Francisco, Cal., Wm. Woodhead, Business Manager.

The Little Schoolmaster's Classroom

There is a class of men who never use the word "theory" without a snort. Do they ever have theories? Tut, tut; no, sir-ee; what they are going to give you is the hard-pan, boiled-down, sifted, hand-hammered common-sense right out of the battle of experience. We settle down expectantly a little lower in our chair. The writer or speaker strikes the trail of an idea and, lo and behold, he is soon in full cry after one of the bluest-sky theories—using the word theories in its popular but not its strict sense—you ever had expounded.

A recent writer in *PRINTERS' INK*, after giving out some excellent ideas on the subject of copy, explained that writing ability was really the "least thing" among the qualifications of the strong copy writer.

Now, we can guess what was meant—that good judgment and good ideas must come before mere writing ability can count for much; we all agree to that. But what's the use of making it appear that skill in writing is of very small consequence in doing work that requires the most judicious, clear, convincing sort of writing. Those who have a great deal to do with business writers have come to see that the men who write best are usually men who have ideas, and that it is rare indeed to find a man who can't write but who is chock full of ideas as to just what ought to be written.

Again: "The competent business writer should be a competent salesman. He should be able to go out on the road and hook big orders. To the ambitious copy writer who has some knack at word handling, I would say, try selling goods for a while. Preferably try selling books or maps or office devices. Put in a year or two mixing with the hard, practical business world."

The Schoolmaster thinks that it should be easy to see, that while face-to-face salesmanship and salesmanship-on-paper are based on the same fundamental principles, they are very different in application. There are many men of recognized genius in digging up selling data and argument and who are very skillful in putting this on paper, but who lack the nerve to go out and do personal canvassing—who are too thin-skinned to stand the rebuffs that come in personal salesmanship.

It would be interesting to know how many of the country's best copy writers, early in their copy-writing experience, adopted this advice and went out and sold books and maps for a year or two! Selling experience, newspaper experience, and all other such experiences are certainly of value, but one with sense enough to be a copy writer can see all the practical workings of personal salesmanship he needs to see if he keeps his eyes open.

* * *

The advertising poets have not all been squelched. How's this for a car card?

The big, black bear at the country fair,
Was given a taste of the beers sold there;
A bottle of Robinson's quenched his thirst;
The rest lay untouched, he preferred the first.

The following was suggested for the next change of copy:

Every one who's been to the country fair,
Knows the delicate taste of the big black bear.
And so when Bruin takes Robinson's first,
You can bet, by heck, he's got the worst.

That it is easier to write poetry than it is to write advertising is shown by the speed with which another punster added this gem after seeing the above effort:

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The big black bear at the country fair
Was given all the beer that he could
bear.

A bottle of Robinson's that was handed
him there
Was the beer that put Mr. Bear on his
tier.

Whereupon the Schoolmaster
tapped the bell and restored order
before things got any worse—it
was all he could bear.

* * *

"Do you believe in conservation
in advertising?" was a question
put to the Schoolmaster the other
day.

"Why, yes, of course," and
then the questioner went on to
ask if the Schoolmaster knew
that, after a number of years of
aggressive advertising of a fa-
mous brand of hosiery, the goods
are on sale in only one-third of
the stores that would be reason-
ably expected to handle them.
The country was covered well
with advertising; but distribu-
tion had been secured in only
one-third of the territory. As the
musing traveler said, when look-
ing past the stout lady out into
the burned-over timber lands,
"what a waste!"

And then the informant added
that a celebrated food product,
perhaps the best advertised in
America, was on sale in only half
the stores that would be expected
to carry it. This man is enthusi-
astically engaged in the work of
filling in these blank spaces and
says it can be done without fur-
ther advertising—which only goes
to show that conservation is not
by any means confined to timber
and coal interests.

When we stop to think how
the best advertising men are to-
day dovetailing every advertising
step into the sales and distribu-
tion work we shudder to think of
how differently these things were
done years ago and, whisper it
softly, how differently—indiffer-
ently is a better word—it is be-
ing done in some quarters to-day.
May the conservation idea spread!

* * *

He is still with us—the man
who believes that the standing
card advertisement is all right for
certain publications, who tells
that old story about when a sub-

Are You Developing Your Export Markets?

There is nothing to-day more important to man-
ufacturers than Foreign Trade. Production is
far in excess of consumption. An outlet
to export markets is an absolute neces-
sity. If you don't get your share your
competitors will. The AMERICAN
EXPORTER service covers all the
foreign markets at minimum
expense. Write for par-
ticulars and sample copy.

3



AMERICAN EXPORTER
135 William Street
N. Y.
Established
1877

Edw-Edz

Celluloid

Offer Your Particular Trade Bet- ter Guide Cards—Fewer of Them Celluloid Tipped Guides

will outwear six or more sets of ordinary un-
reinforced guides. Your customer dispenses with
the annoyance of constantly replacing dog-eared
sets. He will remember the store that solved the
vexing little problem of giving his Card Index
File the well kept appearance it should have.
Write for samples.

STANDARD INDEX CARD CO.
701 to 709 Arch Street, Philadelphia

German Families are Large

and large families are large consumers.
Think what a quantity of goods the 140,000
or more German families consume that you
reach by advertising with us. Rate, 35c.
flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

Bound Volumes for 1911

PRINTERS' INK is bound each
quarter in heavy board over black cloth,
with gold letters. Price \$2. Handsome,
durable, serviceable.

Number is limited, so order your
1911 Bound Volumes now. Set of 4
vols. for year, \$8.

Printers' Ink

scriber wants anything he rings for a copy of the latest issue of the magazine, looks up all the advertisements dealing with what he wants, sends for all the catalogues and with absolutely no preconceived ideas selects what he wants. This believer in the standing card does not believe that it is worth while to exploit any interesting feature of the machine that the advertiser makes. The subscriber would never be guilty of reading such an advertisement, and the skillful exploitation of a machine in which he has a passive, if not an active, interest, wouldn't have the slightest effect anyhow—the only thing that such a man would read or be impressed by is the catalogue. Just why the catalogue would impress him when some of the same information in the advertisements wouldn't is not explained.

It's an odd thing that trade and technical advertisers who do the most antiquated sort of standing card advertisements often have catalogues of high advertising value. It is difficult to believe that the same man writes both; and perhaps he doesn't.

TALL FEATHER FOR DOWNEY

CHICAGO, ILL., May 29, 1911.

Editor of PRINTERS' INK:

It may interest you to know that Mr. James Downey, of the Street Railways Company, First National Bank Building, this city, has recently "put across" one of the biggest deals in advertising that I believe has ever been the pleasure of one man to handle.

In short, he obtained a contract from Wrigley for one million dollars' worth of street-car space.

I doubt if there was ever a contract placed for this amount, every cent of this to be expended in one medium.

It seems to me that this is not only a piece of news interesting to the advertising fraternity, but also the public at large.

KARL E. KILBY.

SERVICE AT THE FRONT

"Get the business? Not on your life! Earn the business; earn it by serving your customers so well that they will 'tie to the Liquid,' and to you, 'The Liquid's' representative."—J. B. Greiner, general sales manager, Liquid Carbonic Company, Chicago.

BALM FOR THE "EXPERT"

NEW YORK, May 25, 1911.

Editor of PRINTERS' INK:

Mr. Bert Moses, in your issue of May 25, makes the sweeping assertion that "tone," "atmosphere," "color," "perspective," and "balance" are simply misty, vapory, inconsequential, irrelevant, technical nonsense.

Also that "experts" who prepare copy and select types have produced a little more than "bills from publishers." Further "that the public doesn't care about type dress."

We all admit that we occasionally see bescribbled and over-decorated ads, usually the product of an amateur or the office boy, but a severe indictment of all experts, an inclusion of the competent with the incapable, we think, is somewhat unreasonable.

What a monotonous mass a hundred varied sized ads set in either Roman or Cheltenham without balance, line, border, or art atmosphere—each shouting true, convincing argument. Let any of us try it and watch the result.

The relation of the eye to light is the same in all men, and it is through this same portal that we must deliver our advertising message to the ignorant or learned, the poor or rich. The eye acts as a sieve and separates the attractive from the common ordinary, and our message must pass through it before it can sink in.

The eye in one person may be dull, in another quick, in one distorted, and in another tranquil and clear; yet its relation to light is the same in all.

The public is wiser than the wisest critic, and the collective mind is the best judge in matters of taste.

The American public has demanded tasty display, advertising of class and character, and it is proven by experience that it pays well to invest in the help of an expert, providing that he lives up to his name.

The elaborate temples of Greece were planned and perfected to please the common people. Shakespeare wrote for an audience composed in a great measure of the common people.

There is only one basic principle that we need to govern good advertising: Every border, design, ornament, illustration, etc., that does not express an idea signifies nothing.

You cannot make a vivid expression in type alone. Mr. Brisbane said in a recent address, "Use a picture. It's worth a thousand words. Use a picture with five words."

Let us continue and encourage the expert. We need him. Don't we?
J. J. BUKEY.

FOLLOWING UP THE GOODS

Never let a Carter container with a broken cork, scraped or ink-stained label, go on your display shelf. Just drop us a post-card with the number and description of the package and quantity of labels, etc., desired. You'll get them by return mail with a one-cent stamp to pay for the postal.—"The Scribe," Carter's Ink Company, Boston.

Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one clearing the stencil immediately after the impression is made. We also call attention to our new flat-plate typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Equitable Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

"CUBA OPPORTUNITIES"—the only monthly on the island published in both Spanish and English. Circulates on every sugar-estate, tobacco plantation; is read by planters, fruit growers and truckmen, the rich producers and larger consumers of American goods. Subscription, \$1 per annum, 2 years \$1.50. L. Maclean Beers, Editor, Box 1170, Havana

ADVERTISERS AND PUBLISHERS' NEEDS

We supply statistics, complete information on special topics, old or new photographs and illustrations, prints, newspaper clippings, magazine articles, or details requiring research. Material on any subject is available in our files and records covering nearly a century and added to daily. Write us in detail concerning your needs and we will quote you a fee for the desired service.

SEARCH-LIGHT INFORMATION LIBRARY
341 5th Avenue, New York City

BUSINESS OPPORTUNITIES

ABSENT treatment furnished to such as excite suggestive suspicions in **FRANCIS I. MAULE, 401 Sansom St., Philadelphia.**

COIN CARDS

CIRCULATION MEN!

Can you use original circulation ideas and schemes that are sure to pull results?

We can show you how to increase your circulation by the use of Winthrop Coin Cards.

A careful study of circulation methods places us in position to be of value to you.

Write us your proposition or send us a sample copy, and we will show you how more subscriptions can be gotten in less time and for less money. Write us for prices and particulars.

THE WINTHROP PRESS

Coin Card Department

419 Lafayette Street

New York, N. Y.

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

FOR SALE

RAPID ADDRESSING MACHINE—Excellent condition. Low price. Box "W. B.," care of Printers' Ink.

HELP WANTED

An old established Eastern trade journal wants a bright, hustling young man with experience and first class references to help remodel working methods. A good writer and good with advertisers. Box "Z," care of Printers' Ink.

Advertising representative for a leading monthly trade journal. Good opening and chance for advancement. Mostly local with occasional trips out-of-town. Applicants must state age, experience and salary desired. Box "P," care of Printers' Ink.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE,** Springfield, Mass.

Experienced All Around Advertising Men Wanted by Re-

tail Druggist operating up-to-date stores in three New England Cities. Must be able to handle copy, window displays, correspondence, etc. State experience and salary desired. **"NEW ENGLAND,"** care of Printers' Ink.

LABELS

3,000 Gummed Labels,
Size, 1x2 inches, printed to order
and postpaid. Send for Catalog
Fenton Label Co., Phila., Pa.

\$1.00

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

POSITIONS WANTED

MANAGING editor wants position on weekly or small daily. Hustler; no booze. Box 37, Driggs, Ida.

Advertising and Sales Office Assistant (30, 8 years' experience, will edit your house-organ, write business-getting literature and turn inquiries into orders through letters that pull. "D. E. B.," care Printers' Ink.

POSITION by young man with years of experience in the publishing and agency business. Advanced from office boy to manager. Equipped to render valuable service in office or field. Address "J. H.," care of Printers' Ink.

ASSISTANT TO MANAGER. Advertising man writing forceful copy and commercial letters. Understands lay-outs, type, etc. Experienced in Mail Order and enthusiastic Sales Force. "LOYAL," care of Printers' Ink.

ADVERTISING MAN, writing snappy, interesting, pulling style of copy and expert at attractive layouts, is open for engagement; any location. Moderate salary to start. **JOHNSTON**, 1080 Simpson Street, New York.

MR. MANUFACTURER! You need an advertising manager who can increase your sales, command a greater output and generally increase your business. Otherwise you're losing money. Past experience proves this ability. Thoroughly acquainted with copy, preparing catalogues and circulars and details of advertising. Salary moderate; best references. "L. W.," care of Printers' Ink.

RESULT PRODUCING ADVERTISING MAN wants to be advertising manager for a manufacturer marketing his goods through retailers (drug trade preferred, but not necessary). Equipment—proprietor retail store 17 years; independent ad-writer 1 year; advertising manager 1 year; publicity director board of trade 3 years; author two books on retail merchandising; fresh ideas and original plans for quickly moving goods in a retail store. Age 39, married. "Commercial," care of Printers' Ink.

This MAN—You Need Him!

Of publishing business and editorial experience he has had 16 years. Although only 35 years of age, has successfully and rapidly qualified to fill almost any executive position with magazine, trade journal or newspaper. Five years managing editor of big trade journal. Five years with leading New York magazine; three years art manager of same. Edited and managed a weekly magazine of national reputation, and "made good." Knows circulation methods, make-up, ad-writing, plates, type, composition, etc., etc., etc. Highest references. Communications confidential. Box "L," care Printers' Ink.

ACTIVE publicity man, 35, long newspaper, department store, and general advertising training; invites inquiries from publishers, etc., needing advertising manager. The position should be important enough to require brains and judgment and to pay over \$2,100. Narrow gauge, figure head, or loafing opportunities not acceptable. Write "WIDE AWAKE," care of Printers' Ink.

I AM LOOKING FOR AN OPPORTUNITY

An opportunity to grow. I am at present ad manager for a Retail Clothing Store in N. Y. City, but want position where opportunity is—either as assistant or as manager. Reference from present employer. Powell student. "A. B. C.," care of Printers' Ink.

POSITION WANTED

By young man with fourteen years' experience in main offices of big national advertiser, contracting for and handling details of all kinds outdoor advertising, billposting, house-to-house distributing and demonstrating, street-car and bulletin advertising, directing salesmen, window decorators, etc., etc. Wide acquaintance in outdoor advertising field. Know advertising values, how and where to get them, and can plan and execute campaigns on large or small scale. At liberty July 1st. Highest references as to character and capabilities. Address "C," care Printers' Ink.

WANTED—AN AGENCY

that needs a young man (26) who has had valuable experience—in an executive capacity—in mercantile, banking, and general business affairs, and who has also done effective work for an advertising agency. He knows how to weigh, decide, and act. This young man wants to connect with an agency that will help him develop his ability and talent to the advantage of both. He is not so particular about the salary right now, but expects to earn a good one later on. Write to Box "O. N.," care of **PRINTERS' INK**.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, 22,616. Best advertising medium in Alabama.

Montgomery, *Advertiser*, net average Feb., 1911, 18,510 dy; 25,194 Sun. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,729; average for 1910, 7,801.

Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,873.

New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,753, 5c.

New London, *Day*, ev'g. Av.'to, 6,892. 1st 3 mos. '11, 7,049; double all other local papers combin'd.

New Haven, *Union*. Largest paid circulation. Average for 1910, 17,267. Paper non-returnable.

Norwalk, *Evening Hour*. Average circulation 1910, 3,627. Carries half page of wants.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

FLORIDA

Jacksonville, *Metropolis*, Dy, '10, 13,701; Dec., '10, 14,689. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field. Average year 1910, 5,154.

Joliet, *Herald*, evening and Sunday morning. Average for 1910, 7,851.

Peoria, *Evening Star*. Circulation for 1910, 21,143.

Sterling, *Evening Gazette*, average circulation for 1908, 4,409; 1909, 5,122; 1910, 5,144.

INDIANA

South Bend, *Tribune*. Sworn average March, 1911, 12,518. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance."

Dubuque, *Times-Journal*, morn. and eve. 'Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, *Eve. Journal*. Only daily in county. 1,913 subscribers. All good people.

Waterloo, *Evening Courier*, 53rd year; net av. July, '10-Dec., '10, 7,090. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Average 1910, 6,919. "When you advertise in *Lexington Herald*, you cover Central Kentucky."

Louisville, *The Times*, evening daily, average for 1910 net paid 48,834.

MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,519. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1910, daily 10,199.

Lewiston, *Sun*. Daily average 1910, 5,440. Last 3 months of 1910, are 5,847.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,266.

MARYLAND

Baltimore, *American*. Daily aver. year 1910, 80,268; Sun., 104,902. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1910, 82,408. For May, 1911, 79,760.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation. Daily (2 cents a copy) 1910, 183,720—Dec. av., 188,643. Sunday

1910, 321,878—Dec. av., 330,717. Advertising Totals: 1910, 7,923,106 lines Gain, 1910, 886,331 lines

2,394,103 more lines than any other Boston paper published. Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest April of the Boston Post. Circulation averages: *Daily Post*, 338,602, gain of 31,813 copies per day over April, 1910. *Sunday Post*, 301,868, gain of 40,529 copies per Sunday over April, 1910.

Lawrence, Telegram, evening, 1910 av. 8,843. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,896; 1909, 16,539; 1910, 16,563. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,783.

Worcester, Gazette, evening. Av. '10, 17,802.

The "Home" paper. Largest ev'g circulation.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

Jackson, Patriot, Aver. year, 1910, 10,720, Sunday 11,619.

Greatest circulation. Payne and Young have been appointed the *Patriot's* foreign representatives in the Eastern and Western fields, with offices in New York at 30 W.

33rd St., and 747-8 Marquette Building, Chicago. Agents and advertisers, please note.



MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 33,113.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 103,280.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal, Daily and Sunday (©). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,655.

Daily average circulation for April, 1911, evening only, 77,896. Average Sunday circulation for April, 1911, 83,185.

(Jan. 1, 1908, subscription rates were raised from \$4.50 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



CIRCULATION



by Printers' Ink Publishing Company

Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday *Tribune* for same period, 81,823.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 126,109.

NEBRASKA

Lincoln, Deutsch-American Farmer weekly 140,221 for year ending Dec. 31, 1910

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1910, 141,048.

NEW JERSEY

Camden, Post-Telegram. 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 1c—'07, 20,270; '08, 21,326; '09, 19,062; '10, 19,238, 1st quarter, '11, 20,123.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,769. It's the leading paper.



The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1910, 84,658.

Buffalo, Courier, morn. Ave., '10 Sunday, 86,737, daily, 46,384; *Enquirer*, evening, 32,278.

Buffalo, Evening News. Daily average for 1908, 94,033; 1909, 94,307; 1910, 94,222.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

NEW YORK CITY

The World. Actual average, 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

Poughkeepsie, Star, evening. Daily average year, 1910, 8,710; last four mos. 1910, 6,187.

Schenectady, Gazette, daily. A. N. Liecety. Actual Average for 1910, 19,246. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 1910, 19,768. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Troy, Record. Av. circulation 1910, (A. M., 6,102; P. M., 17,687) 23,789. Only paper in city which has permitted A. A. examination, and made public the results.

Utica, *National Electrical Contractor*, mo. Average for 1910, 2,625.

NORTH DAKOTA

Grand Forks, *Norman*. Norwegian weekly. Actual average for 1910, 9,076.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1910: Daily, 87,126; Sunday, 114,044. For April, 1911, 88,071 daily; Sunday, 125,129. Youngstown, *Vindicator*. D'y av., '10, 16,695; LaCrosse & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. Apr. 1911, daily, 38,266; Sunday, 41,325; weekly, 42,469.

PENNSYLVANIA

Erie, *Times*. daily. 22,867 average, April, 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Kautz, Special Agt., N. Y.

Johnstown, *Tribune*. Average for 12 mos. 1910, 13,328. Mar., 1911, 14,383. Only evening paper in Johnstown.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 8,517; 1909, 8,532; '10, 6,003. (C.C.). Washington, *Reporter and Observer*, circulation average 1910, 12,396; Jan., '11, 12,621.

West Chester, *Local News*, daily, W. H. Hodgson. Ave. for 1910, 18,928. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; only daily in Luzerne County to permit A. A. A. examination this year. Examination showed 17,300 net for last six months, gain of 3,186 net in two years.

York, *Dispatch and Daily*. Average for 1910, 19,767.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence, *Daily Journal*. Average for 1910, 22,788. (C.C.). Sunday, 30,771. (C.C.). *Evening Bulletin*, 48,323 average 1910.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 8,423.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1910, 8,460.

TEXAS

El Paso, *Herald*, year 1910, 11,551. Only El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Av. 1910, 5,625. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1910, 9,112. Largest city and State circulation. Examined by Association of Amer. Advertisers. Montpelier, *Argus*, d'y., av. 1910, 2,315. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee*. Ave. Mar., 1911, 5,104; April, '11, 5,074. Largest circ. Only eve. paper.

WASHINGTON



Seattle, *The Seattle Times* (C.C.) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1910 circ. of 64,741 daily, 84,803 Sunday, are quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* carried in 1910, 12,328,918 lines, beating its nearest competitor by 2,701,284 lines.

Tacoma, *Ledger*. Average year 1910, daily, 18,987. Sunday, 27,348.

Tacoma, *News*. Average for year 1910, 19,212.

WISCONSIN

Janesville, *Gazette*. Daily average, Mar., 1911, daily 8,649; semi-weekly, 1,728.

Madison, *State Journal*, daily. Actual average for April, 1910, 7,147.



Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for 1910, 41,897. Average daily gain over 1909, 4,775. The *Evening Wisconsin* is pre-eminent the Home Paper of Milwaukee. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3rd, 1910. Chas. H. Eddy, Foreign Rep., 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)



Milwaukee, *The Milwaukee Journal*, (eve.) Daily Av. circ. for 12 mos., 63,863. Daily Av. April, 66,660. April gain over 1910, 2,665. Paid City Circulation double that of any other Milwaukee paper. Leads all other Milwaukee papers in display, classified and foreign advertising. In over 60% Milwaukee homes. Flat rate 7c per line. C. D. Bertolet, Boyce Bldg., Chicago; J. F. Antisdel, 366 Fifth Ave., N. Y. City.

Racine, *Daily Journal*. March, 1911, circulation, 6,410. Statement filed with A. A. A.



The WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,827. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1910, daily, 46,181; daily March, 1911, 61,716; weekly 1910, 26,446; March, 1911, 28,818.

Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1910, 18,484. Rates 56c in-

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for April, 1911, 104,216. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 624,607 Sunday circulation and 210,657 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATIN **THE Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in April, 1911, amounted to 288,980 lines. The number of individual advertisements published were 38,289. Rates: 1 cent Ink Pub. Co. a word, cash with the order—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in Apr., 1911, amounted to 288,734 lines; the number of individual ads published was 33,525. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1910, 10,211 daily; 14,537 Sunday.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 38,240. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(◎◎) Gold Mark Papers (◎◎)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (◎◎). Established 1821. Richest section in the prosperous South.

ILLINOIS

Bakers' Helper (◎◎). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (◎◎). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (◎◎). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

Boston Evening Transcript (◎◎), established 1890. The only gold mark daily in Boston.

Worcester L'Opinion Publique (◎◎). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK

Brooklyn Eagle (◎◎) is THE advertising medium of Brooklyn.

Army and Navy Journal, (◎◎). First in its class in circulation, influence and prestige.

Century Magazine (◎◎). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (◎◎), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (◎◎). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (◎◎) established 1874. The leading electrical journal of the world. Average circulation year ending Nov. 30, 1910, 18,771 weekly. MCGRAW PUBLISHING CO.

Engineering News (◎◎). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 16,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (◎◎). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

New York Herald (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (◎◎). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. —Printers' Ink.

Scientific American (◎◎) has the largest circulation of any technical paper in the world.

The New York Times (◎◎) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (◎◎) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (◎◎), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. April, 1911, sworn net average, Daily, 80,469; Sunday, 176,602.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (◎◎), only morning paper among 600,000 people.

TENNESSEE.

The Memphis Commercial-Appeal (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WASHINGTON

The Seattle Times (◎◎) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (◎◎) and The Evening Mail. Circulation 18,768; Flat rate.

Business Going Out

New York state newspapers are receiving orders from Ewing & Miles, of New York, on account of the United Cereal Mills, Ltd., of Chicago, manufacturers of Washington Crisps.

Among orders going out from the Siegfried Company, New York, are Hotel Lorraine, Edgemere, L. I., Western and Southern dailies; Foster & Goetz, real estate service, small local campaign; Shore Acres Realty Company, New York, copy for "Beechhurst"; To-Kalon Corset Company, New York, daily newspapers and magazines.

Eaton, Crane & Pike, Pittsfield, Mass., manufacturers of high-grade stationery, are considering national mediums for next year's campaign. The business will be placed by Calkins & Holden, New York.

The Gorham Company, Providence, R. I., and New York City, is using high-grade magazines through the Morse International Agency.

One of the greatest industrial exhibitions ever held in New England will be held in Fall River, Mass., June 19-24. It will be the Cotton Centennial Carnival. Newspapers are being used extensively to advertise it. The business is handled by Wood, Putnam & Wood.

The Huntington Advertising Agency is sending out classified copy to newspapers in distributing centers for the Force Company, of New York City. One inch copy for the Hopkins Steel Foundry to a few newspapers and magazines. Small copy for Elizabeth Lee Shopping Bureau. New lists are being made up for the advertising of the United Glove Company, in addition to many of those now being used.

The W. Montague Pearsall Agency, of New York, is sending out thirty-time orders for large and small copy to papers in Eastern and Middle States for Board of Trade, Stamford, N. Y., comprising over thirty summer resort hotels at that place. This is the ninth consecutive year that this Stamford advertising has been placed by the Pearsall Agency, and is a notable example of the success of the co-operative plan of resort advertising.

This firm has also secured the renewal of yearly contracts of the Daus Duplicator Company, in trade papers generally, and select list of magazines and weeklies, and is sending one-inch copy on Hiram Barton to metropolitan dailies and monthlies of national circulation.

The Frank Presbrey Company is handling the appropriation of the Wilcox & White Company, Meriden Conn. The Angelus Piano Player is advertised.

The Handel Company, Meriden, Conn., is advertising high-grade lamps and lighting fixtures in a list of general magazines. The business is handled by the C. W. Hoyt Agency, New Haven, Conn.

Magazines are being used by the Spencer Turbine Cleaner Company, Hartford, Conn., through the Federal Advertising Agency.

The Barretta Chemical Company, St. Louis, advertising "Catarrh-Acina" for catarrh, is using a list of mail-order papers and weeklies of dailies published in the Middlewest and Southwest. Orders are going out through the Blumenstock Brothers Advertising Company, same city. Two-inch display is being used.

The Eagle Manufacturing Company, Kansas City, is using a list of farm papers and weeklies of dailies published in Missouri, Kansas and Oklahoma, advertising hay presses. Twenty-eight-line display copy is being used.

Booth's Hyomei Company, of Buffalo, N. Y., is planning to make contracts for newspaper space in June. Formerly the year's advertising schedules for Hyomei have been sent out in the month of September.

White Sulphur Springs Hotel, of West Virginia, is sending orders to Southern newspapers through the Allen Advertising Agency, of New York.

The Hupp Motor Car Company, of Detroit, is sending out one-time orders to a selected list of dailies in large cities, through the McManus Company, of Detroit, Mich.

The Morse International Agency, of New York, has secured the advertising appropriation of the Metz Company, manufacturer of automobiles, of Waltham, Mass. Standard magazines of general circulation are being considered.

The Northwestern Line, of St. Paul, Minn., is making contracts with Southern newspapers through the Mitchell Advertising Agency, of St. Paul, Minn.

The New Process Manufacturing Company, Salina, Kan., manufacturers of corn binders, will begin a campaign in a big list of farm papers and weeklies of dailies beginning with June issues. Small display copy will be used. Orders will shortly go out through the F. A. Gray Agency, Kansas City.

The F. Wyatt Manufacturing Company, Salina, Kan., makers of haying tools, has just launched a campaign in a selected list of farm papers and weeklies of dailies published in the Middlewest and Southwest. Display copy of various sizes is being used. F. A. Gray Advertising Company, Kansas City, is placing the business.

Prof. Samuels, Wichita, Kan., is using a selected list of metropolitan dailies with full-page copy. Orders are being placed through the F. A. Gray Advertising Company, Kansas City. Sunday editions are being used.

The Allcock Manufacturing Company, of New York, proprietors of Allcock's Plaster Plasters, is making contracts with Southern newspapers through E. N. Jackson Advertising Agency, of New York.

The Ayvad Manufacturing Company, of Hoboken, N. J., manufacturers of water wings, is sending orders to Eastern and Southwestern newspapers through the Hicks Advertising Agency, of New York.

The Joseph Traxler Company, of Cincinnati, O., is making contracts with Southwestern newspapers for the advertising of the Acme Chemical Company.

The Speedwell Motor Car Company, of Dayton, O., has sent full-page copy to a few newspapers through the McManus Company, of Detroit, Mich.

The Witt K. Cochrane Advertising Agency, of Chicago, Ill., is making contracts with Southwestern newspapers on account of the Kewanee Boiler Company, of Kewanee, Ill.

Guterman Brothers, of St. Paul, Minn., are sending orders to newspapers on the Pacific Coast through the S. Greve Agency, of St. Paul, Minn.

The Drake Hotel, of Chicago, Ill., is using Western newspapers. Orders are being sent out from the Stack-Parker Advertising Agency, of Chicago, Ill.

Jas. S. Kirk & Co., of Chicago, Ill., manufacturers of toilet soaps are making contracts with Western newspapers through the E. H. Clarke Advertising Agency, of Chicago, Ill.

The F. F. Adams Tobacco Company, of Milwaukee, Wis., is sending orders to daily newspapers on the Pacific Coast through the Otto J. Koch Advertising Agency, of Milwaukee, Wis.

Lamson & Hubbard's hats are being advertised in newspapers in territory where the goods are sold, through the Boston office of the Wyckoff Advertising Company.

Next year's campaign for the Russia Cement Company, Gloucester, Mass., manufacturers of LePage's Glue, will be handled by George Batten Company. Publications of a national character are being considered.

The Old Hampshire Paper Company, manufacturers of Old Hampshire Bond, South Hadley Falls, Mass., is making plans for next year's advertising. General magazines will be used through George Batten Company.

N. W. Ayer & Son are handling a magazine appropriation for the Crown Packing Company, Gloucester, Mass.

Health Merry-Go-Round Company, Quincy, Ill., is using a list of high-class weeklies, a few magazines and the Sunday magazines of newspapers, advertising the Health Merry-Go-Round. Twenty-eight and forty-two-line display copy is being used. The advertising is being placed by the Stack-Parker Agency, Chicago.

W. A. Varney, Lynn, Mass., is using a few daily and Sunday newspapers to exploit Var-Ne-Sis, a cure for rheumatism.

The advertising of C. H. Metz, Waltham, Mass., manufacturer of the Metz runabout, is placed by the Boston office of the J. Walter Thompson Company.

The F. P. Shumway Company, Boston, is using agricultural papers for the Bradley Fertilizer advertising.

The Portland Board of Trade has made an appropriation to advertise the resorts of southeastern Maine. Metropolitan dailies will be used to reach the summer tourist. The account is handled by the Morse International Agency, Boston.

The New England Advertising Agency, 53 State street, Boston, is placing contracts with newspapers for the Jesse Case Company, advertising a cure for rheumatism.

Carnie-Goudie Company, Kansas City, manufacturers of the "Hampport" (porch hammocks), are using a selected list of high-grade weeklies and a few magazines. Fifty-line copy is being used. The account is being handled by N. W. Ayer & Son.

The Walter C. Lewis Company, Equitable Building, Boston, is placing a few magazine contracts for Whittemore's Shoe Polish.

W. Stephens & Co., Waltham, Mass., are advertising "Nip-It," a strawberry huller, in New England papers that carry a good woman's or household page.

The Travers Twine & Cordage Company, of New York, is using a list of high-class house publications through Charles W. Hoyt, of New Haven, Conn.

Henri Nestle, of New York, is using a few newspapers to advertise Nestle's Food. It is expected that this advertising will be extended later.

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A NNOUNCEMENT is hereby made by the COLUMBIAN-STERLING PUBLISHING COMPANY of its ownership and control of the following publications:

The Columbian Magazine

Hampton's Magazine

Sterling Magazine

Home

American Woman's Review

Orff's Farm Review

Separate publication of each of the foregoing will be continued for the present with practically the same Editorial and Business Management.

To advertisers this consolidation should prove significant as it means the weaving together of the warp and woof of those elements that are potent factors in making for the success of advertising. We refer to the unmistakable advantages offered in the **CO-OPERATION OF 20,000 SHAREHOLDERS** which this merger embraces.

Columbian-Sterling Publishing Co.

1 Madison Avenue, New York

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BRANCH OFFICES:

Boston, Mass.	Pittsburg, Pa.	Detroit, Mich.	Cincinnati, Ohio
Chicago, Ill.	Milwaukee, Wis.	Los Angeles, Calif.	



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